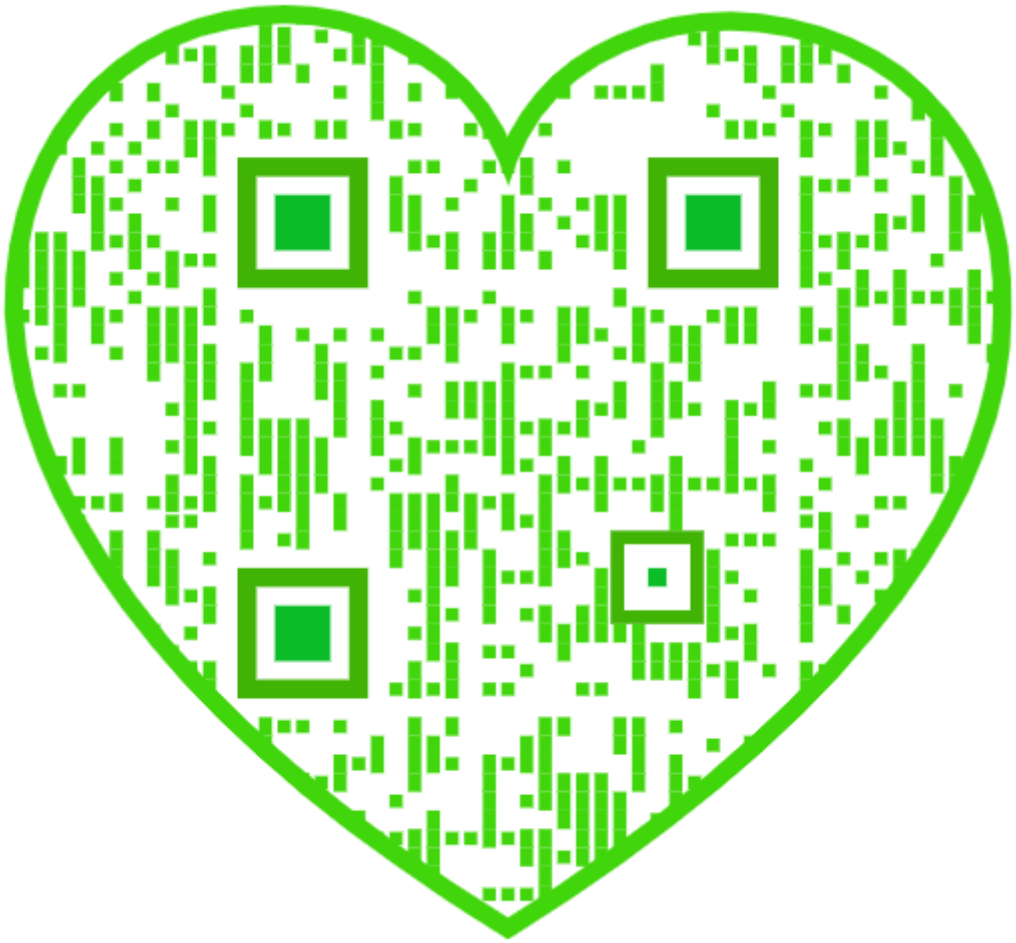

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THE LADDER OF JOURNALISM.

BY

T. CAMPBELL-COPELAND.

Published by ALLAN FORMAN, 117 Nassau Street,
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THE

LADDER OF JOURNALISM.

HOW TO CLIMB IT.

BY T. CAMPBELL-COPELAND.

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INTRODUCTION.

THIS little book is offered to the public, not with an idea that the study of it will enable any young man to become a journalist off-hand. Journalism is a profession which cannot be learned from books. Years of patient and conscientious work is the only ladder by which a man may hope to attain a solid eminence in newspaperdom. Yet there are many questions which may be answered in a book. The path of the beginner may be smoothed, and the work of his first city editor rendered less onerous.

This book is a primer, nothing more. It does not aim to teach the old newspaper worker anything. It *does* aim to tell the neophyte many things which, if the veteran will recall his first assignment, he will remember that he did not then know. It is the work of a practical newspaper man—the result of many years of observation, labor and experience. As such it is offered to the new comers in the profession. If it makes the beginner's work simpler and more systematic, if it lightens the burdens of the overworked city editor, its aim is accomplished.

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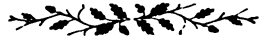


Chapter I.

THE FIELD FOR REPORTORIAL WORK.

For practical purposes the newspapers of this country are divided into three classes—metropolitan dailies (which includes all daily papers published in the larger cities), and what might be termed "local" dailies and "local" weeklies.

The weekly issues of the metropolitan and local dailies are largely reprints, selected from the daily issues, and the business of arranging them rests, in many cases, with the foreman of the composing-room, so that they present but slight opening for journalistic work. It is, however, on these weekly issues that the publishers of the dailies depend, largely, for their profits, as the matter has already been paid for, both as to the literary labor and the setting of the type.

The staff of a metropolitan daily journal usually consists of a Chief Editor, a Managing Editor, several Editorial Writers, a Telegraph Editor, City Editor, and Financial Editor, with assistant editors as occasion may require. The Sporting, Musical and Dramatic departments may, in certain cases, have special representatives assigned to them; and there is, in addition, a staff of reporters, in number from six to twenty five and upward, according to the requirements of the paper and the size of the city and districts to be covered. These reporters

are subject to the orders of the City Editor, and are responsible to him alone. He, in turn, is responsible to the Managing Editor.

It is usual for a young man entering the field of journalism on a metropolitan daily to have acquired some knowledge of the work by service on a "local" daily, but if he starts without such training he will be probably paid at first by space, *i. e.*, he will receive a certain number of assignments daily and be paid according to the space which these occupy in the paper when published. It is a common fault with young writers to be too diffuse in their reports—a circumstance to which their attention is soon called by the City Editor, for one of the first conditions of success in metropolitan journalism is the presentation to the public of the important facts, and not a word more. Fires and accidents which might, to an inexperienced reporter, appear to merit half a column of space, will, from the necessities of the paper, have to be "boiled down" to half a dozen lines, and it is the perception of this necessity which constitutes the true journalist.

The moment a young man exhibits that journalistic instinct and prompt judgment which enables him to determine, without consultation with his superiors, exactly what an item is worth in point of space, he is on the highway to promotion, and his success in the profession is assured. There is no quality in which a greater lack is shown than in this, for if all reporters possessed good judgment, the duties of the City Editor

would become a light and pleasant task instead of the onerous and inexpressibly harassing drudgery to which so many men at the city desk are doomed.

The first thing a report r has to learn is to keep his eyes and ears open and his mouth shut He is compelled to ask questions for information, but has to con sider the fact that he is dealing with men whose nerves are, in many instances, strung up to high tension by the circumstances of the case, and whose time is at least as valuable as his own. He can be persistent, but ought never to be importunate. A gentlemanly address and a courteous recognition of individual sensibilities will enable him to procure much information that would be sternly denied to a person who approached the subject in a bluff, off-hand, offensive manner. Business men have reasons of their own, occasionally, for withhold ng coveted information, and if so, it has to be procured by dovetailing together accounts from other sources. Unless the reporter is confident that the person giving the information is perfectly trustworthy and reliable, and has no motives of his own for misleading and deceiving him, he is bound to obtain confirmation of every statement made. This is especially necessary when such information tends to compromise the paper publishing it, or furnishes the grounds for a suit for libel. It is not necessary that a reporter should possess the legal education required by an attorney but it is certainly of the highest value to him if he knows exactly what constitutes a libel.

CHAPTER II.

LIBEL AND SLANDER.

The essence of a libel is in the malicious intent, and that may be displayed either by the party inventing the libel himself or taking it from other hands, knowing it to be false, and giving it a wider circulation. It is no defense that the party in taking the matter from other hands did not know it was false. The one publishing any scurrilous matter is put upon notice as to the truth and justification of the matter he published.

It is a libel to publish a statement not susceptible of justification by facts which shall affect a man's professional standing, his business relations or his character as an individual and a citizen. Only that is libel which charges a man with having committed some crime or act which is cognizable by the criminal law, or which charges him with the affliction of some infectious disease that renders his person unpleasant or dangerous to company, and which will occasion persons to shun him. It is also libel to charge a man or woman with immorality, if such libel would cause such persons to be shunned, or would affect their business. To publish a statement that a certain man is a Republican when it is believed that he is a Democrat is a libel.

It is not libel to call a man a crank, a rascal, an arrant rogue, an unnatural father or an ungrateful son. It is

not libel to call a man a liar. A libel *per se*, or on the face of it, is to call a man a thief. The submission of proof that a man has been convicted of theft is a justification.

The law presumes in all these cases that nothing shall be published to the disparagement of a man's character or the injury of his business unless it is true. It is no defense to an action for libel that the article was published under great excitement, political or otherwise, because publication is presumed to be the result of deliberation.

It is well to add, in these days of pictorial journalism, that a picture or newspaper cut, having in itself the elements of libel, may furnish the grounds for a libel suit.

The difference between libel and slander is this: *Slander* is words spoken to some individual embodying the same elements of falsity and maliciousness as has been observed in libel. *Libel* is words or representations placed upon paper and thereby published, such publication being the sending or distributing of such matter to third parties.

We have been thus particular in referring to this matter, because a young reporter cannot commit a greater offence in his profession than by carelessly and thoughtlessly, or maliciously, involving his paper in an action for libel.

On the other hand, he may be led, from false apprehension of danger, to suppress important facts within his

knowledge which were proper for publication, and which rival papers will publish. This will reflect on his capacity and intelligence as a news-gatherer, and is, in its way, almost as bad as the other.

Although the work of the reporter is supposed to be subject to revision by the City Editor, or by his superiors, they have to rely upon him for the facts, and the less strain he places upon their judgments, the better chances of success in his profession He must always, by his words and demeanor, acknowledge his responsibility to his superiors, but has to act as if he felt the entire responsibility were vested on himself exclusively. Nothing is so calculated to insure rapid advancement in journalism as the habit of doing all work expeditiously, conscientiously and thoroughly, not only as regards presentment of facts, but in matters of clear hand-writing, correct grammatical expressions, simplicity, brevity, and attention to punctuation. A careful reporter is soon noticed by the City Editor, who feels, when he takes up such reporter's copy, that a few minutes' glance will suffice, and that, if he is rushed, he can put a head on the article and send it straight up to the composing-room without reading it.

CHAPTER III.

ASSIGNMENTS AND SPECIAL DUTIES.

It is not absolutely necessary, although it is desirable, that a newspaper reporter should be able to write what is known as shorthand, or be able to take stenographic notes. What is really wanted is a facility for grasping an idea and taking in the spirit or sense of a humorous remark. Here and there, throughout the speeches of well-known public men, bright and pithy sentences are scattered. These are what the public like to read, and the reporter who knows, by a kind of instinct what to note and what to omit in speeches, addresses, sermons and the like, is worth his weight in currency to the proprietors of an enterprising newspaper. Nearly every popular speaker called upon to address an audience at considerable length is compelled to use a lot of commonplace "padding." Of course there are exceptions, but the majority of speakers neither deserve nor expect to have their utterances reported in full.

When a reporter is assigned to attend a political or other important meeting, his sole duty does not consist in taking down either in shorthand or any other fashion, the utterances of anybody or everybody on the platform who may be called upon to speak. There are several other things he has to look after. First of all, when he enters the building, he has to find out from some person

in authority who is the presiding officer and secretary officiating on that occasion. He has also to discover, as soon as a convenient opportunity presents itself, the names of those who give weight to the importance of the meeting by appearing on the platform. There are always a number of well-informed men glad to tell a reporter everything they know. He is compelled to be careful, however, to find out by comparison of statements that the information so given or received is accurate and reliable. Strategy and a great deal of what is known as practical common sense has to be used in securing these particulars. Strategy, as a military term, means movements that take place out of the enemy's sight and hearing. For the purpose of a live newspaper and in the interests of its managers, a faithful reporter considers rival reporters, no matter how friendly they may be socially, as "his friends, the enemy."

A good general in command of an army, having at heart the interests of his country, will not delay the disposition of his troops until the enemy comes in sight. Everything is well laid and calculated beforehand. So it is with an efficient and loyal reporter. At noon on a certain day he is assigned to attend a meeting to be held at 8 P. M. If the meeting is an important one, calling for an exhaustive report, say from three-quarters of a column to two columns, he lays his plans exactly the same as if he were a military or naval commander.

Having found out the names and addresses of the most prominent speakers and participators, he proceeds

to interview some of them briefly as to their views and the probable tenor of their remarks Some public men are sufficiently obliging, and it may also be said sufficiently wise, to write out or dictate such portions of their proposed speech as they desire to see reported. So much done, nothing more is practicable until the meeting opens.

Taking up a prominent position in the room, before making his way to the reporters' table, if there is one, a level-headed reporter calls to his side, "out of sight of the enemy," if it be possible, some gray-headed veteran who takes a pride in knowing everything and everybody. If this veteran is approached courteously, and told what is required of him, he will, in nine cases out of ten, give the names of the most prominent people among the audience, and will also give such other particulars as may be within his knowledge. This part of the work is done either before the first speech is made, or while the chairman is making the opening address.

Then comes the reporting of the speeches It is needless to say that very many of these are only not worth reporting, but are perfectly agonizing to hear. When commonplace speakers are on their feet, a clever reporter utilizes the time by taking observations as to the character and conduct of the assemblage When a bright, witty or really well-informed man is called upon to express his opinion, the manner of his reception by those who are listening is an important guide as to the value of that man's speech. Then

it is that a reporter's mental capabilities will be put to the test. Word will follow word, and sentence follow sentence, for perhaps an hour and a half or two hours, with only such pauses between them as may be made by the cheering or laughter of the audience. Not a word escapes the ears of the reporter. He is all attention. Perhaps for ten minutes at a time nothing will be said that has not been said before under similar conditions. Presently a pointed remark, a witty saying, an appropriate allusion, or an anecdote, apt and illustrative, will "bring down the house," either with rounds of applause or roars of hearty laughter. It would never do to wait until the approbation of the audience is thus demonstrated The value of the sentence or the saying has to be appreciated by the reporter before it is half said. There are some expressions, calling for no recognition at the time, but nevertheless worthy to be recorded. Which of these to note and which to pass by must necessarily be decided on at the moment they are uttered.

Where one meeting is of sufficient importance to call for extreme thoughtfulness and care, a dozen will be held concerning the proceedings at which the publication of a short notice will amply suffice. Monthly and other meeti gs of societies and organizations of every kind interest comparatively few among our cosmopolitan population. Extended notices of their proceedings only take up space that might be used to much better advantage. If the reporter is a busy man, working upon a busy paper in the midst of a busy and wide-awake community, he has

no time to sit around listening to the transaction of routine business. If he attempts such a task he gets no thanks for his trouble. What he does is, supposing the meeting to be held at night, to make a point of seeing the president or secretary some time during the afternoon. What is likely to transpire is thus found out easily, and unless special instructions have been given to the contrary, it answers every purpose if the reporter is on the spot half an hour after the meeting has opened. When he gets there he knows that he has a report to prepare, and to that end at once makes his way to the secretary's table, getting as near the presiding officer as he can. If "the enemy" has been there before him, or is there when he arrives, he calls to his assistance, even in these trifling matters, all the generalship at his disposal. There are at least four questions to be answered: First, who are these people? Second, what are they? Third, why are they assembled here? Fourth, what business have they transacted?

Recruits in the journalistic ranks, even though they be men of finished education, capable of writing elegantly and exhaustively on almost any subject outside of practical journalism, are mightily puzzled when they sit down to write out a brief matter-of-fact statement of a meeting held or proposed to be held. The plan adopted usually is, where such meeting has been announced through the advertising columns of his own or any other journal, to cut out such announcement and have it before him when he starts to write. If he is a brainy fellow,

he finds, after a week or two's practice, that he is able to contract or expand his reports of any occurrence with as much facility as a piece of rubber may be manipulated.

Sometimes he is called upon to attend a wedding. On an occasion of that kind he has no time to sit or stand about during the whole ceremony. Making it a point to be at the church or house fifteen or twenty minutes before the service begins or after it is over, he finds out all he wants to know from interested parties, who are perfectly willing, as a rule, to give him even more than he wants. A friend of the bride will tell him who she is, and all about her parentage. A friend of the bridegroom will usually be very glad indeed to give the same information concerning the chief actor in the event. The principal information to be gained concerning a wedding is: First, the name, age, parentage and position of bride and bridegroom; second, how the bride is dressed; third, her complexion and her bearing as she enters the church or apartment in which the knot is to be tied; fourth, a description of the wedding presents, with the names of the donors; fifth, who gives the bride away; sixth, who the ushers are; seventh, where the honeymoon will be spent; eighth, who performed the ceremony. All these details can be procured in ten or fifteen minutes, so that there is no necessity whatever for a reporter to remain after the party has entered the building.

As with a wedding, so with a funeral. Only on particular occasions does a reporter need to stop until the body has been consigned to its last resting-place, unless

special orders have been given to that effect. It will suffice for him to know, as a rule, something about the deceased in the way of age, occupation, family ties and general character in the community; the nature of the disease to which he succumbed; who will be his pall-bearers; where he will be buried, and who will perform the ceremony, not forgetting to inquire if the deceased belonged to any society or organization, and if so what offices he has held.

By calling at the family residence about half an hour or an hour before the cortege starts for the cemetery, satisfactory information on these points may be secured from some intimate friend of the deceased who is assisting in the performance of the last offices.

It often happens, especially in the winter season, that a reporter is called upon to give an entertaining little statement of a festival, a bazaar, or a fancy fair. Taking it for granted always that he has no time to lounge, but must gather the news rapidly and accurately, flitting about from place to place, something in the same way as the industrious butterfly passes from flower to flower, or taking perhaps a better illustration, like the proverbial busy bee, which does not stay long at any one place, but never fails to carry something valuable back to the hive, represented in the case of a reporter, by the City Editor's desk—he makes his way toward the presiding genius as soon as he puts his foot upon the threshold. At a festival of any kind, there is no paucity of news-givers, especially if a portion of the management is under the super-

intendence of the fair sex. From one of these, details as to the nature of the festival or fair, including the names of all persons who may have been instrumental in organizing and carrying out the scheme of operations, are easily obtained.

Numerous assignments other than those already described, fall to the lot of the average reporter in the course of each week. It is not possible within this limited space, intended to be occupied under this section, to mention more than briefly the various other demands upon the time and intelligence of a member of the reportorial staff.

Dinners, dances, tea parties, reunions, receptions, ceremonies of inauguration and dedication, processions, excursions, picnics and coroner's inquests, all come within the scope of every-day duty. Concerning the foregoing list, little need be said except that a reporter is compelled to have his wits about him in the strictest sense of the term, whether he is on duty or off duty. On duty, he is bound to work to serve the best interests of his employers; off duty, he can further his own interests by looking out sharply for "specials." It is in the production of specials at opportune moments alone that an ambitious reporter hopes to make his mark.

Nothing shows so distinctly the ability or inability of a reporter so well as his manner of carrying out and reporting an interview with some prominent man on a particular subject. Tact, judgment and a display of good breeding are essential in performing a duty of this character. Tact is necessary in broaching the subject

to be spoken of. Judgment must be used in the selection of questions to be asked. Good breeding, whether instinctive or acquired, must be shown in approaching, conversing with and taking leave of the person whose sentiments are sought. Whatever the social position of a reporter may be, he must, for the time being, at any rate, throw off some portion of his dignity and pride, and address the man he has to talk with in such a way as to show that amount of respect to which every person is entitled. Every public man has friends, no matter how unpopular he may be, and it is therefore only fair to approach him as a friend, rather than as an adverse critic or an enemy. Everything depends on the introductory remarks. It may be that the time selected by the reporter for an interview is inopportune. The subject of it may be busy writing or talking on matters, perhaps to him, of greater importance than that on which his views are desired. This can be seen at a glance, and if it so happens, a well-trained journalist withdraws with an apology and a promise to call again when he shall be disengaged. Now and then men have to be taken and talked with for a moment even as they are hurrying along the streets, entering their carriage, jumping on to a street car, boarding a train, or climbing up the side of an ocean steamer. Men and women have been interviewed under the most extraordinary and peculiar circumstances, and enterprising reporters add to their laurels every time when they succeed in finding out from a man's own lips what he thinks, has done, or means to do, even when the dis-

covery costs considerable financial outlay, personal risk, fatigue, and inconvenience.

Inasmuch as a fire is necessarily in the nature of an emergency, and cannot be forseen by the most vigilant of City Editors, such an occurrence has to be dealt with promptly and decisively, according to the best judgment of the reporter in whose district it occurs. He of course keeps his ears as well as his eyes open, and by consulting his pocket table of fire alarms, informs himself in a moment whether it is in his district or not. There is some little variety in the methods of fire departments in different cities, but as a rule, in large towns, the alarm is given by a number of strokes on a gong, such numbers correspond to certain stations in different parts of the city, and therefore indicating with sufficient exactness the quarter in which the fire occurs.

If the station is in his district he proceeds to the spot at once. An experienced reporter can tell very quickly whether his fire is a "good thing" or a trifling matter which will be disposed of by the fire department in half an hour or less, and which will be worth only a few lines. In the latter case he reports it in the following manner: "The alarm from box 235 last evening was caused by a small fire in the bakery of Thomas Good, situated corner Front and Mulberry streets. The department promptly responded and extinguished the flames in a few minutes. Damage estimated at one hundred dollars, covered by insurance."

In all cases of fires, care is taken to state whether the

property is insured or not, and if the damage is considerable, the amount of the insurance and the names of the companies with which it is effected should be given.

It is an inflexible rule with good reporters never to leave a fire until they have ascertained the amount of the insurance. This is a more important point than appears at first inspection, for lawsuits frequently arise out of claims for fire insurance, and popular interest is naturally awakened to know whether the owner of the property was insured or not, partly from sympathy, partly from business motives.

When a reporter finds that he has got a big fire to deal with, which is going to burn several hours and to involve considerable destruction of property and even loss of life, he promptly communicates by telephone with the City Editor to request instructions, or at least enable arrangements to be made for relieving him from duty elsewhere, or sending a special reporter to the spot. In a large city, the reporters are furnished with fire badges, which are recognized by the firemen and police, so that he can pass from spot to spot without interference. Where the flames are evidently making rapid progress and threatening to consume several houses or an entire block, an outline sketch of the locality is drawn, showing the houses invaded by the fire, and this is forwarded as soon as possible to the office. This plan is set up in map type or even with ordinary dashes, points and letters, by the compositors, and materially assists the readers of the paper in forming an intelligent idea of the scene.

It is not an uncommon thing for a big fire to burn all night, and when such is the case, it is usually sufficient for a reporter to remain two hours on the spot, and then hurry off to write up his description, returning from time to time till he has completed it, or is relieved by another man. Unless specially instructed to write up a glowing description of the affair, he has to put a check upon his descriptive and imaginative powers, which are very likely to be roused to an undesirable extent by the excitement of the occasion. There is a story of a young reporter, taken on trial, who was sent out at midnight to report a fire. He came back an hour later, wet, muddy and begrimed with smoke, ready "to do or die." He plunged into a full description of the roaring flames, the cries of the firemen and the volumes of reeking smoke, winding up three-quarters of a column of solid matter with a quotation from Shakespeare. When he examined the paper next morning he found the article cut down to three lines, as follows: "Pat Scheedy's Beer Saloon on Front Street, was burned out last night, loss one hundred and fifty dollars. No insurance."

There are thousands of reporters in this country, who go on day after day, week after week, and year after year, without so much as a single effort to raise the prestige of their paper. Sometimes those people manage to get an item of importance worth a couple of sticks, but they have no more idea of working out a "special," worth three or four columns, than they have of flying in the air.

Chapter IV.

DISTRICT WORK.

Unless reporting in the local courts, such as Police Courts, the Criminal Court, Court of Common Pleas, etc., etc., reporters ordinarily have to work what is known as a district. From the time each day when they are called upon to go on duty until the usual hour each night when they give in their final copy they are held responsible for everything happening within the district or section to which they have been assigned.

The responsibility is great, but, like all other positions having serious responsibilities attached to them, there is a certain method, the adoption of which secures the necessary results, and makes constant fear and anxiety needless. Instances are on record of young men who were so terribly anxious to get all the news in their section, that for the first week or so after joining the staff they would start out with a pocketbook and pencil and patrol up and down the streets and lanes in their district from noon until nearly midnight, thinking that by this means they were bound to get all the news and leave the other newspapers far behind.

Foot sore and weary, they would sink into a seat just as the City Editor would be preparing to send up his last batch of copy, and with agony written in every feature, would commence to write out a few items, covering, as

they supposed, the whole ground. Each morning would bring them fresh surprises. Bright and early they would be on the lookout for a brand new copy of their own and the rival sheets. Glancing hurriedly over the columns of their own paper, they would fail to find more than two or three of the items handed in by them the night before. Then, taking up one of the other local journals, they would discover a more detailed account of the occurrence written up by them, and several paragraphs of news concerning what had happened in their district the day before, and of which they had known absolutely nothing. Experience brings wisdom in such matters, particularly if the City Editor is a man without much regard for the feelings of his subordinates. That official quickly reminds people who are guilty of such erratic zeal and misplaced energy that the paper will soon go to the dogs if the district duty is not done better.

Overzealousness, such as that above described, does not bring a single good result. On the contrary, it leads to a carelessness equally damaging to their own interests and the reputation of the newspaper to which they belong. Beginners at any kind of work are notoriously fond of going to extremes. They start out to do something with a dash and a flourish, and because they cannot carry everything before them, get disgusted and apathetic. The proper and only sensible course pursued in working a district for news is, first of all, to find out if possible from some person in the office who has worked the same district before, and who is acquainted with the

locality, whom to go to for news, and where it is most likely to be found. A reliable reporter does not ask the reporter of any other newspaper, nor does he pay any attention to the advice given by persons whose only interest is to lead him astray or throw him off the scent. The remarks made at the beginning of the chapter with reference to representatives of other newspapers are applicable in this connection. There is nothing to prevent a man from being friendly and courteous in his intercourse with other members of the profession, but just where this courtesy and friendship should begin, and where it should end, has to be determined by the nature of the surrounding circumstances.

"Self-reliance" is the maxim of a good reporter. When on duty he asks no favors from "the enemy." In the event of a war between Germany and France, or between any other two countries, it is scarcely to be expected that a general on either side, finding himself unable to continue a battle or to gain a victory without reinforcements, would send one of his staff to the commander of the opposing forces, asking if a few of the troops could be spared from the other side to help him out. It is not known that this has ever been done in the conduct of military affairs, but it certainly is known that reporters on rival newspapers, such newspapers being always at war one with the other, not infrequently expect assistance, hints and suggestions from the representatives of the opposing force, and when such aid is

quite rightly denied, the denial is considered a good ground for grievance.

Having found out from a predecessor, if possible, the principal sources of information on which he can rely, a man who wishes to be valuable as a district reporter, enters in his note-book, having the city map before him at the time, the name of every street, lane, church, chapel, theatre, public hall, and other public institutions within the district boundaries. He also notes the boundaries themselves, so that he may know exactly where his responsibility begins and where it terminates.

He then sets to work to make friends. This is not always an agreeable task, especially if the locality is a rough and disorderly one, but as the most disorderly districts usually furnish the most interesting items of news, he puts aside all scruples, makes a virtue of necessity, and grapples with the facts as he finds them. The police station is naturally the best place to look for crime and accidents. It is important, therefore, that the good-will of the police be cultivated to a certain extent. A sensible man can make friends without losing his self-respect or sacrificing his dignity. Police officers of every rank expect to be treated with deference. They like to be taken notice of, but not in a boisterous, noisy way. If a reporter finds, after several weeks, that the police captain and his subordinates treat him with coolness bordering on contempt, there is something radically wrong in his own idea of what constitutes good behavior; in other words, the fault lies with himself. Even if they

feel unfriendly toward the newspaper he represents, the police usually treat reporters with respect, and oblige them in every way they can, provided they do not attempt undue familiarity, They need ask no favors. If they do, a refusal will be met with. If a journalist succeeds in securing their good opinion, they will tell him much that is useful for him to know, without the asking.

Some saloon-keepers and barbers make it a point to gather interesting little items for reporters with whom they are on good terms, but how to get on good terms with these people is something that is left to a reporter's judgment and his knowledge of human nature. It is scarcely necessary to say here that no able or trustworthy reporter expects to fill his note-book with useful matter by "loafing" for hours at the bar of a saloon. The less he has to do with the habitues of saloons the better for his personal and literary reputation.

It need not be added concerning district work, that efficiency is only maintained by constant watchfulness. One thing has to be carefully borne in mind. The public see more of a reporter when he is working his district than under any other conditions, and are prone to judge of a newspaper by the character and bearing of persons entitled by authority to term themselves its representatives.

Neatness in dress, cleanliness in habit and propriety in general conduct, never fail to gain respect. There can be no apology for dirt under any circumstances. There is very little excuse for carelessness in dress Vulgar

language creates disgust and more or less contempt in the mind of every respectable citizen who hears it. A reporter who carries out an interview with his mouth half full of chewing tobacco carries a strong smell with him and leaves an impression behind not at all favorable or pleasing. People who are not at all particular themselves make it a point to talk about reporters in a very critical way, not forgetting to enter into details, when talking with their friends, as to the way in which so and so, on such and such a newspaper, speaks, and walks and talks. His collar, cuffs, necktie and finger-nails are spoken of, if there is the least possible excuse, and sometimes there is no excuse at all. If he happens to get down at the heel, even through no fault of his own, comment is made when his back is turned, and reflections are cast, not so much on him as on the character of the newspaper "employing such a person to represent it."

CHAPTER V.

MUSICAL AND DRAMATIC CRITICISM.

While it is alike customary and proper for a representative daily newspaper to employ experts in writing the musical and dramatic critiques, considerations of expediency or economy often necessitate the assigning such duties to members of the regular staff. One objection to the accepting of reports from experts is that these gentlemen are prone to connect themselves with rings and cliques, and to write favorable or disparaging notices according to their individual prejudices.

It is quite a rare thing in any profession to find men free from the weakness of petty jealousy and regard for personal interest, or unwilling to accept bribes, favors, or other inducements from visiting companies. In this way it often happens that a very poor entertainment is written up for half a column or a column where brief notice would more than suffice; and, on the other hand, a meritorious performance may be "damned with faint praise," or dismissed with a few lines, because the "critic" has a personal feeling in the matter.

For these and other reasons there is a growing tendency in newspaper offices to prefer possibly imperfect criticisms, written by reliable members of the staff, to the technical and often unwieldy notices prepared by outsiders. A very little effort on the part of a reporter will

enable him to gain all the necessary information concerning dramatic performances from the regular attaches of the theatre, who, having no interest in individual performers or companies, are likely to give fair and trustworthy hints as to the merits of any particular evening's representation. It is only on occasions of a first performance, or when a lengthy special notice is called for, that any necessity arises for stopping all through the performance, and a reporter or critic will often find that he can pick up more points in the lobbies, between the acts, than he can obtain by the closest personal attention.

The leading characters will, of course, require individual notice, and it will be sufficient to say that the support was good, bad or indifferent, as the case might be.

In writing up notices of concerts, vocal or instrumental, it will be of advantage to the reporter to possess a knowledge of music, and if he does not possess this, it is better for him to obtain the points from some expert than to risk betraying his ignorance by using terms with the meaning of which he is unacquainted. It requires a far higher grade of musical culture to criticise a good performance of instrumental music than a concert or entertainment in which the bulk of the numbers are vocal.

In reporting operatic performances, there is no occasion to go into extended criticism in the case of old stock operas like "Martha," "The Bohemian Girl," or "La Somnambula." It is sufficient to devote a stick to the notice, and to say how the principal parts were filled.

When a new opera is presented, a short sketch is usually given of the plot and the principal scenes, and a few lines are devoted to a description of the prominent solos, duets, trios, etc., but it is considered a good rule that no daily newspaper can afford to devote more than half a column, at the outside, to notices of an operatic performance given by traveling companies. The interest of the public in such performances ceases when the performance is over, and the only object of the notice is to give a fair idea to those unable to attend of the merits of the performance itself, in the probable event of their deciding to attend a future representation.

Reporters assigned to theatrical and operatic entertainments by traveling companies have to use great discrimination, as agents are always on the alert to secure puffs and special notices which properly belong to the advertising department, and, while hints of this kind may be courteously received, they have to be used with discretion, or not used at all. For the same reason, the experienced reporter carefully avoids using the ready-prepared notices, printed or written, which agents press upon him "to save him the trouble of writing a critique."

CHAPTER VI.

THE CITY EDITOR.

The duties of a City Editor of a metropolitan daily newspaper are not only very onerous, but demand a peculiar capacity that falls to the lot of few men who have adopted journalism as a profession. It is not necessary that he should possess scholarly attainments or a knowledge of great national issues, but it is most essential that he possess an intimate acquaintance with local issues, the character, views, personal habits and political affiliations of all leading citizens, and the ability to name in an instant the person from whom any desired item of information may be obtained. He should also be perfectly familiar with the topography of the city—every street and square of it. He must possess that journalistic instinct which enables a man to know at once the value of an item, what space it should occupy, and exactly where to begin and where to stop in developing the points of information involving political changes, present or prospective.

For instance, the City Editor of a Republican newspaper would be very unwise to unfold the plans of a Republican politician, or to spring a mine prematurely when a Democratic plan of campaign is supposed to be penetrated.

In his relation with the reporters, the City Editor has

to be careful in insisting on punctuality, and in setting the example himself. If his hour for attendance is twelve noon (supposing him to be employed on a morning newspaper), he finds it better for himself to be a quarter of an hour early than a quarter of an hour late. As quickly and as thoroughly as possible on arrival he glances through his own paper and the issues of his local contemporaries, noting the "beats" or items which they have obtained and which his reporters have failed to procure. When it appears that such failure has been due to negligence, and especially where there have been several such failures in one week, the attention of the reporter in fault is called to the circumstances in a firm but gentlemanly way, with an intimation that further negligence will necessitate his discharge. On the other hand, he does not fail, as a rule, to give credit, by words of kindly encouragement, to reporters who have obtained "beats" against the rival newspaper.

The value of a reporter's work is measured rather by the number of live items he has obtained than by power of expression, although both qualities are desirable.

The City Editor takes notice of anything which leads him to believe that any of his reporters are working in collusion with the reporters of other local newspapers, *i e.*, by exchanging items of news. This is a very common and objectionable practice, and frequently results in the demoralization of a reportorial staff.

Reporters are made to feel that the giving of news items to the representative of a rival paper is an inex-

cusable breach of trust, with no compensating advantages.

It is also the duty of the City Editor to keep a watch quickly and impartially on the habits of his staff at all times. If he finds that members of his staff, while on their rounds, loaf in beer saloons, pool-rooms and clubs, he knows full well that, sooner or later, he will be called to account by the Managing Editor for "beats," which might have been avoided if a trustworthy man had been employed.

A reporter who drinks to excess is never to be trusted. He may be a smart man, a good news-gatherer, and seldom or never incapacitated for duty by his unfortunate habit, but such a man cannot be relied on, and as soon as the discovery is made, he is sternly cautioned that his discharge will follow any omission, however trifling which might have been avoided had he been a temperate man. So with the vice of gambling. A reporter who gambles, speedily brings upon himself pecuniary difficulties which harass him and impair his efficiency. Moreover, he forms low connections, and eventually gets into the power of the disreputable politicians who run the machinery of local government for their own ends in large cities.

As soon as the City Editor has gone through the local papers, he proceeds to enter in his assignment-book the coming entertainments, political meetings, concerts, church fairs, etc., under the dates to which they belong.

This task may occupy an hour or more, and he finds it a good plan to have the work completed before the hour at which the reportorial staff are required to report

for duty, so as to break up the habit of lounging and idle conversation. Each reporter then enters in his note-book the assignments against which his name appears, and departs on his rounds.

Much of the capacity of a City Editor is exhibited in choosing the right man for each assignment. As far as possible he endeavors to fix the assignments so that they may be taken up by the man in whose district the building is situated in which the event is to come off. On some newspapers the assignments are given to outside men, who work by space, or to a special reporter who has no other duty.

In districting a city, it is a common practice to follow the divisions adopted for police administration; as, for instance, north, east, central, south-west. As far as possible, a man is appointed to a district, and kept to that district, so that he may become thoroughly familiar with it and establish a number of local information bureaus which he will visit every day.

Nothing conduces to lighten the duties of the city desk more than a courteous but firm insistence on punctuality, neatness and thoroughness among the reportorial staff. The less a City Editor has to do with his reporters outside of the office, the better he finds it to be for himself and the better for the paper. It may be necessary for him to attach himself to the journalist clubs which exist in all large cities, but he should make it clear at all times that he is the City Editor, and that if he unbends socially it is for the occasion only, and that no familiarities will

be tolerated as the result of it. In his leisure hours, or in the intervals of duty, the City Editor is frequently called on to make acquaintances which may be profitable or unprofitable, so far as the paper is concerned, and the good of the paper under such circumstances should be his sole abiding thought.

He is subjected to many temptations, not excluding bribes for the suppression or publication of information calculated to benefit individuals, often at the expense of the standing of the paper. It has unfortunately happened that weak men have yielded to such temptations; but it is not only an act of dishonesty in itself, but a very short-sighted policy. Detection is inevitable, sooner or later, for the men who offer such bribes are the first to boast that they hold the City Editor and his newspaper under their thumb.

One of the first difficulties the City Editor will have to encounter will be with the police authorities. As far as possible he keeps on good terms with them, but never to the extent of falsifying accounts or lending the influence of the paper to the injury of one officer or the unfair praise of another. The relation of a newspaper to the police is that of a guardian and censor; never that of a servile tool or a thick and fast ally. The police can give most valuable information which can be obtained from no other source but if the question ever arises between duty and the necessity for procuring such information, if that information is denied, duty comes first and the information must be procured by some means which will not lay the paper under an obligation.

CHAPTER VII.

SPACE AND HEADINGS.

It is one of the duties of the City Editor, and by no means the least important, to determine and write the headings for the items submitted to him by reporters. The nature of the headings is decided chiefly by the length of the articles. It is proper to mention that space in newspaper work is spoken of in "columns," "half columns" and "sticks." The last-named is the instrument used by the compositor in setting the type.

For practical purposes, the "*stick*" is two inches long, and will hold from fifteen to twenty lines, according to the size of the type. It is customary to speak of short articles as making so many "sticks." Supposing that a column contains ten sticks, *i. e.*, twenty inches of matter, one-half a column will be five sticks, one quarter of a column two and one-half sticks, and so on. With a little practice, the eye swiftly determines how many sticks of type will be contained in any number of written pages placed before the editor, and any man who knows his business can determine this at a glance. Of course, if the MS. is very closely written, a single page may make two sticks, or even more; and, on the other hand, if the handwriting is large and open and the pages small, two or three of these pages may be required to fill one stick—

especially if the type to be used is small, as in the case of nonpareil or agate.

The type commonly used in setting up a daily newspaper, so far as the local items are concerned, is *minion* or *nonpareil.* A stick of minion will contain approximately sixteen lines of eight words each or about one hundred and thirty words. The same copy set in nonpareil would probably make five lines less. It may be estimated for practical purposes that five sticks of minion will make three and a half sticks of nonpareil or three sticks of agate. Applying this knowledge with a view to determine the space which an article will occupy, the next thing is to fix the heading. All articles containing one stick, more or less, of printed matter, should have a single-line heading, of from three to six words ; five is a good average.

If the matter will make from two to four sticks, or anything less than one-half a column, a double heading is necessary, the first line of which should consist of from twelve to fifteen letters, presenting, in the briefest form, and as tellingly as possible, the subject of the article; beneath which the sub-head of twelve words or thereabouts, making a line and a half, should be placed, worded in such fashion as to define more particularly the question treated. The number of letters and words in these cases will obviously depend on the width of the columns, but the first line should never be allowed to run over, nor should the sub-head make exactly two lines.

When an article exceeds one-half a column in length, the question of a display heading comes up for consideration. In this case the City Editor does not place a heading over the article until it has been set up in type, and has ascertained by consultation with the State and Telegraph Editors how many display headings will be at his disposal. Supposing that six such headings are provided for, the Telegraph Editor will always require two, frequently three, and possibly four—leaving but two at the disposal of the City Editor.

On the contrary, if the telegraph budget is unimportant, the City Editor may be allowed three display headings or even four, if the local news is important and there is nothing of special interest from the State. Where the City Editor handles the State copy as well, as may happen on a daily with a small staff, he will of course have to consult the Telegraph Editor alone as to the number of headings that department will require. These details are usually settled about three hours before the time of publication, *i. e.*, about 11 P. M. for a morning paper, and 11 A. M. for an afternoon paper. In some large newspaper offices, men with a special aptitude for writing "display headings" are employed for this purpose alone, and natural gifts, added to constant practice, enable them to do this with a smartness and quickness absolutely bewildering to a novice.

A good heading is half the battle in any case, and will often give an appearance of brightness and "snap" to a composition otherwise quite dull and uninteresting.

"Apt alliteration's artful aid" may be at times resorted to with success, and flashes of inspiration will often suggest titles that could not be reached by hours of patient thought. If such inspiration does not occur at the moment, the editor may lay the article aside and take up some other subject, or indulge in a brief stroll, when, by a sort of unconscious cerebration, the proper words will occur to him and the difficulty be surmounted

To cite a case, a journalist, now dead, had occasion to write a heading, the first line of which was to contain from nineteen to twenty-one letters, exactly filling the line, and which was to give the introductory idea of a descriptive sketch of Harper's Ferry. He struggled for half an hour with the problem and abandoned several ideas as "misfits." Then he lit a cigar and went out for a short stroll. He had scarcely taken half a dozen steps on the street when, like a flash, the inspiration occurred, and his first line, "Where the Waters Meet," was an accomplished fact. His troubles were over. In all cases it is evident that the appearance of inspiration, of absence of effort, of "snap" of point, is everything in the first line of a display heading.

Another feature in connection with these headings is that certain letters are wider than others, notably the *m* and the *w*, while the *i*'s are narrower. Therefore, if a heading suggests itself containing several *m*'s and *w*'s, with spaces between the words, these must be allowed for, and long words are obviously inadmissible.

On the other hand, if there are many *i*'s and *l*'s, more

letters will be required to make up the line, and longer words may be used. It is not every editor who takes account of these minutiæ, or troubles himself about them—contenting himself with ascertaining that the head-line, good, bad or indifferent, will fit in; but it is well for a young City Editor to be conscientious from the start, to observe the same thoroughness himself that he insists on in the case of others.

The first line having been determined on, the second is easily acquired by adding about ten words more fully descriptive of the subject of the article, and then, if a third single head-line is required, it may consist of about four words, making about twenty-two letters. The heading is completed by giving a synopsis of the article in short sentences, separated by dashes, and consisting of from twenty-five to thirty words, which the printer will usually arrange pyramidally.

It will frequently happen that, with all care in the arrangement of a display heading, it will be sent down by the printer with an indication that it contains too many words or letters, and a very little practice will enable the editor to remedy the defects in a few moments.

CHAPTER VIII.
THE TELEGRAPH EDITOR.

The duties of the Telegraph Editor are largely clerical and monotonous, leaving no scope for brilliancy or originality, save in the matter of headings, to which the same rules apply as have been referred to in the case of the City Editor.

His first duty is to collect and put in shape the volume of miscellaneous matter which is dumped into his desk every half hour or so by the telegraph messenger boys, or by the operator, if the office has a wire of its own. The latter is the exception, and it is only necessary, therefore, to describe the routine followed under ordinary circumstances.

After glancing at the afternoon papers to furnish himself with an idea of the topics likely to be most prominent in the mass of matter before him, the Telegraph Editor of a morning paper proceeds to cut up, with a pair of sharp shears, the "flimsy" or sheets of their paper on which the type-written dispatches appear. Whenever he finds that one of a number of pages contains an incomplete dispatch, of which the balance will come in by-and-bye, he at once marks with blue pencil the number of that page, so that when the fresh batch arrives containing the continuation or completion of a dispatch, he can at once piece it on.

For the purpose of attaching the "flimsy" to each other, mucilage of gum tragacanth is employed. It is unnecessary to paste together entire sheets, but small portions, which, from the beginning or ending of long articles should be pasted without delay at the top or bottom of the page to which they belong, and when the article is seen to be concluded, this fact should be indicated for the benefit of the foreman-printer by a double cross.

The next step is to sift the wheat from the chaff. The full service of the Associated Press may consist of 150 to 250 pages of "flimsy;" and, in a live newspaper which aims at giving all the news worthy of the name, this matter will have to be thoroughly sifted, "cut" and "boiled down." In anything but the largest daily newspapers, only about one-quarter of the matter furnished by the Associated Press is used in full form as delivered. In many cases, long dispatches relating to occurrences in a distant State, which would be given in full in the news papers of that State, have to be condensed into two or three lines, or even thrown out altogether. For example: A mining squabble in Colorado, resulting in a fusilade and the shooting of two or three persons, might be worth half a column to a Colorado or Nebraska newspaper, while a New England sheet would dismiss the occurrence with a telegraphic brevity or "spark" of two or three lines.

"Make a spark of it" is the injunction which the Telegraph Editor would give to a young assistant in such a case; and the aptitude of that assistant would be shown

in condensing all the facts into fifteen or twenty words. The aptitude for condensation is partly a natural gift, partly the result of practice; but, in any case, great quickness of eye and hand is indispensable, because, as the hour for publication approaches, many important items have to be condensed in this way with the sole alternative of omitting them altogether.

While occupied in scissoring the "flimsy," the editor will notice that it is numbered and lettered in various ways, in order to enable him to separate more easily and expeditiously the General, National, Financial, Congressional and other departments of intelligence. It is usual to find the pages with ordinary numbers devoted to Finance and General and Foreign News.

The pages numbered 1A and 2A, and so on, are devoted to Washington items. Then come the Congressional dispatches, usually numbered 1B, 2B, and so on, for the Senate; 1H, 2H, and so on, for the House.

It is obvious that without some system or method the Telegraph Editor will soon get hopelessly mixed, and he will fail to keep track of important items or be able to lay his hand on the page he wants. To prevent confusion of this kind it is customary to use a number of spikes or hooks, each one of which is devoted to a separate department, thus:

No. 1 to Senate copy.
" 2 " House "
" 3 " Washington copy (outside of Congressional Records).

No. 4 to Foreign copy.
" 5 " Domestic "
" 6 " Dispatches (incomplete, or running, as it is termed).
" 7 " Discarded copy, or that which is not intended to be printed. This hook should be kept separate from the others.

As to dispatches which are to be condensed or boiled down, the best plan is to lay them aside and place a weight over them. As fast as the messenger-boys bring in fresh batches, they should be promptly cut up, sifted, pasted, where necessary, numbered at the foot when incomplete, and at once consigned to their respective departments on the hooks.

Only in this way can a Telegraph Editor keep track of such a mass of matter as will accumulate on his desk in the course of three or four hours. Only by such means can be given a prompt reply to the Managing Editor, when asked what subjects he has for headers, or to the City Editor, when the latter questions him with a view to settling the important question of his own display-headings.

The routine varies considerably in different offices in matter of detail; but, on general principles, the work is conducted as above described.

By 10 or 11 o'clock P. M., in the case of a morning paper, the City Editor will have sent up most of his copy to the composing-room, and the work of the Telegraph Editor then begins in earnest. He will by this time have

gotten some of his copy into shape, the single and double headings fixed with blue pencil, lengthy dispatches of minor importance to him, cut or boiled down, and the matter thus prepared and selected placed on a special hook ready for the compositor.

Frequently it is not until 12 o'clock that a call is made on him for copy—especially if the paper is a small one and there is a full budget of news in the local and State departments. On a large newspaper the call may come much earlier, and of course is more easily answered, because less sifting and boiling down has to be done. In any case, the hours between 11 P. M. and 1 A. M. represent a busy time for the telegraph desk, and it would seem, while the busy spell lasts, as if the editor needed two heads, four eyes and four hands to grapple with the problem of answering the incessant demand for copy.

As to the selection of subjects for headers the editor will, of course, be guided by observation of the current issues of the day. If a foreign war is in progress or threatened, the news in that department will acquire an importance it does not possess at other times, and thus items which are commonly condensed or omitted will have to be given in full under display headings. While Congress is in session there is sure to be some topic of national importance which will also require a display-heading, and all other Congressional proceedings will have to be boiled down or omitted to give space for it. Only a very small portion of the congressional matter finds its way into the columns of a well-edited newspaper,

and the judgment of a Telegraph Editor is displayed in promptly grasping the importance of a fresh item, and the issues, political and otherwise, to which it may give rise.

When it is seen early in the evening that at least two long articles on subjects of importance are in hand and complete, it is usual to send these up to the composing-room at once, and notify the City Editor of the fact, in order that the latter may cut down his copy to meet the anticipated pressure.

The headings for these articles may be fixed at convenience, later in the evening, when they come down in proof.

The Telegraph Editor will also be careful to save space for a display-heading in case an important dispatch should come in late. Up to 10:30 P M. he will frequently find details of markets, prices current, etc., embodied in the dispatches. These he will cut out and hand to the Financial Editor. A casual reference to the duties of the latter will suffice.

The Financial Editor will compile daily from two to four columns of matter, containing the day's news in the Stock Market and the closing rates for the day, the financial news from New York, Philadelphia and other cities, the state of the market, with prices of provisions, etc., and the transactions on foreign markets, as received by telegraph. The transactions in the live stock and other markets are also in the department of the Financial Editor. The work of this officer is usually restricted to the duties of his department.

CHAPTER IX.

THE EDITORIAL WRITER.

The arrangements of different newspaper-offices differ considerably in this department. On large sheets, a number of men are employed exclusively in the work of writing editorials. In other cases, the editorial writing is divided between the Managing Editor and a man of literary tastes and scholarly attainments, who may be styled the Associate Editor or the Literary Editor, according to local usage and the fancy of the proprietor. But in any case it may be held to be a well-proven fact that the editorial columns of a newspaper are worthy of the highest talent which can be bestowed upon them, and that the standing of a journal is estimated quite as much by the vigor, variety, freshness and fairness of its editorials as by the diligence displayed in collecting the local news.

There is no greater mistake than that of filling a certain number of columns with prosy, pointless articles, called by courtesy "editorials," merely for the sake of saying something or nothing and filling space in a perfunctory way. A good editorial writer soon redeems the fortunes of a very indifferent newspaper, if allowed time for selection and composition, instead of being, as often happens, harassed and embarassed with calls to perform other duties.

It is found to be a good plan, when it can be done, to combine the duties of exchange editing and editorial writing. In this way, a writer gets a comprehensive view of current events, and can make selections or paragraphs as well as deal with the more important subjects which are thought worthy of being treated under a heading.

Of the latter, there will be from two to six, according to the size of the sheet and the importance attached by the publisher to editorial comment. It may be remarked in this connection that there is much point in the old saying that "if a thing is worth doing, it is worth doing well" It is far better to omit editorials altogether than to make them mere sophomoric essays or pointless dissertations on abstract questions which do not engage the public mind at the time. An editorial is nothing, if not timely. It is far more likely to be read if it goes directly to the point, and gives the parallax of thought in the question treated of, in brief sentences, than if it rambles on in a tedious, discursive way, leaving the reader as wise at the end as he was at the beginning.

Above all things, the editorial writer has to be a "various" man, with no crotchets, no hobbies to be ridden to death to the disgust of his readers. When he is called upon to denounce fraud, to censure a statesman, to indicate the necessity of rectifying abuse, he must be thorough and uncompromising. A representative journalist never lends himself to the work of injuring a public man because that man happens to be personally objectionable

to him. The sense of power frequently leads to its abuse, and the power which an editorial writer wields is very great.

If he has obtained, by careful and conscientious performance of his duty, the reputation of a just and impartial critic, a good editorial writer can make and break reputations with a stroke of his pen, but once tempted to abuse this power, his influence vanishes far more quickly than it was acquired. Like the ice-palaces at Montreal, things of beauty built with labor, the sun's rays can destroy all when once they strike; and, in the case of a newspaper, those rays represent public opinion, which, like old Sol himself, is ever on the watch.

No person, in such a position, ever deludes himself with the idea that his editorials are not read because they are not commented on publicly or privately. So far is this from being true that, where twenty good editorials have passed without notice, a single unfortunate slip, a mere line or word, has brought down an avalanche of wrath and criticism upon his devoted head.

Some men write rapidly, and will complete two columns in two hours without a single interlineation or correction, but this is the rare exception, if conscientious attention is given to the work. Some men, again, write their editorials slowly and deliberately, revising, interlining and even overwriting important portions; but the man who aims at becoming a really valuable addition to the editorial staff, remembers that time is of the first importance, and that a slow, laborious writer is more fitted

to be a contributor to a magazine than an editorial associate on a daily paper.

One "header," at least, should be devoted to local subjects, social or political. A second may be assigned to a national issue, and if a foreign topic of importance is engaging public attention, it may profitably call for a third. Here it may be remarked that a large number of editorial writers seem to regard the treatment of a foreign topic as calling for mere flippant reference, and the public very justly assumes that the writer in this case is simply using phrases to disguise his ignorance. It is far better to omit editorials on foreign questions altogether than to place on record a palpable confession of the writer's inability to grasp the subject.

The telegraph and the ocean steamer have virtually made the world one country, and a threatened conflict in Afghanistan or the Balkans may have a mighty influence on the commerce of this country which the ignorant writer never dreams of. There is no civilized land to which America, with its cosmopolitan population, is not bound by the strongest ties of individual and commercial interest.

To cite an illustration: A war between Great Britain and a first-class European power would mean a commercial revolution in America. It would affect taxation, raise the question of providing a lost ocean-carrying trade, create an unprecedented demand for wheat and food-stuff, and place struggling farmers on a footing of prosperity and wealth.

It is often necessary to decide on the spur of the moment whether any particular topic shall be dismissed with a paragraph or dealt with under an editorial heading. In some instances, the matter is settled solely by consideration of space and urgency. The usual custom is to assign headings to questions requiring argumentative treatment, and to devote the paragraph to bright, witty and possibly flippant remarks on timely subjects not calling for elaborate treatment.

The beauty of a paragraph is in its brevity. The capacity for writing short, spicy paragraphs, which shall not degenerate into mere childish impertinences, is quite rare. There is one quality about the editorial paragraph which makes it a specially desirable feature in a newspaper. In the first place, its brevity ensures its being universally read, for these are days of homeopathic reading, and literary pellets and globules are preferred, by ninety-nine readers out of a hundred to lengthy dissertations on abstract questions. Another advantage of the editorial paragraph is that it is likely to be cut out and quoted by other newspapers, thus giving the favored sheet bold advertisement. Nothing is more conclusive proof of the ability of an editorial paragraphist than the quickness and frequency with which his expressions are quoted or appropriated by other journals.

CHAPTER X.

THE EXCHANGE EDITOR.

As many newspapers assign a separate desk to the Exchange Editor, it is well to devote a short chapter to the duties of such officer, and to indicate the methods adopted to utilize available time to the best possible advantage.

To a novice it seems bewildering to note the rapidity with which an able editor will handle the enormous pile of exchanges on his table. Here, again, it is practice and method which contribute to success. It would be perfectly impossible, and it is certainly unnecessary, for an Exchange Editor to read through every column of the papers which pass under his notice. He must have an idea at the start of what he needs and what he does not need. To begin with, he will, of course, find no occasion even to glance at the advertising columns, financial matter, long editorials on subjects of purely local interest in other States, or theatrical, literary and dramatic notices.

For the same reason, he will pay no attention to the columns furnished in stereotype form by certain news-bureaus to provincial newspapers. A very little experience will enable him to detect the plate matter at a glance. If he is called upon, as he usually is, to select poetry, wit and humor, as well as pithy articles on timely topics, he will be careful to choose only those which

possess real merit, for this is one of the cases in which the supply far exceeds the demand, and the man who sits and scissors out whole columns of extracts under the impression that he is "handling the exchanges," will soon be reminded of his inefficiency by a Managing Editor who knows anything about his business.

In taking up a newspaper, the Exchange Editor casts a hasty glance over the front page, which usually contains nothing but the telegrams, domestic and foreign, and which form, as it were, the common property of all newspapers, and are not, therefore, grist for his mill. He then refers to the editorial page, and notes if any reference is made to his own paper. Such notices, whether laudatory or otherwise, are carefully clipped out, and subsequently pasted on sheets of paper, with a brief heading, and credited to the sheet in which they originally appeared. Where the biography of an eminent living statesman, general or financier appears, he will cut it out and ascertain if it is already contained in the biographical department, connected with every well-regulated newspaper. If it is not, he files it away, or places it in a pigeon-hole under the initial letter of the individual name, as, for instance, "Gladstone" under the "G's," and "Evarts" under the "E's." In this way, without trouble or expense, an office is furnished with a handsome volume of contemporary biography, so that, when a public man dies unexpectedly and a dispatch is received announcing the fact, the account of his career is instantly available.

After the Exchange Editor has made his selections, he proceeds to classify them, pasting them on sheets of paper with a brief, catchy heading of five or six words, and where an extract is made which is to be credited to the newspaper from which it is taken, the credit will be given in the second line: "From the New York Sun," "Chicago News" or whatever the newspaper may be. It requires some little judgment and discretion to make these clippings, for the character of a newspaper is as strongly indicated by the pithiness and good taste displayed in its selections, as by the original news it contains. After the clippings have been properly classified, credited and headed, they are usually placed on the Managing Editor's table, leaving him to make such selections as he may desire. In all cases, the shorter the extracts the better. If a lengthy article appears in a newspaper published in another State relating to a matter of interest in which the Exchange Editor recognizes local significance, or which contains local names, he will act most wisely in condensing such article, or cutting it down to available dimensions. It is not often that a daily newspaper, worthy of the name, will find space for more than brief notice of a subject which has been handled in the columns of a contemporary.

When such contemporary enters into a lengthy editorial criticism of the views of the paper to which the Exchange Editor is attached, he cuts out the whole article, indicating with a blue pencil, the special points or passages which, in his opinion, deserve the attention of the Mana-

ging Editor—the object being to save the latter the trouble of perusing the entire article. In making poetical selections, the same rule as to brevity, appropriateness and timeliness applies. It is obviously useless to cut out spring poems at Christmas, or Christmas poems at midsummer. Ridiculous as it may appear, such blunders have often been made in the columns of carelessly-edited newspapers. If a Sporting and Dramatic Editor is attached to the paper, and the Exchange Editor comes across any matters in that department, he cuts them out and hands them to the individual named, for separate treatment.

CHAPTER XI.
THE MANAGING EDITOR.

The duties of this official, in an office where the chief responsibility rests upon his shoulders, and where he is virtually the Editor-in-Chief, are naturally of an onerous rather than laborious character. On some metropolitan dailies there is both an Editor-in-Chief and a Managing Editor—the former being the figure-head and responsible director, while the latter is the executive officer. The customs of newspaper-offices differ widely in this point; but, in any case, the Managing Editor is relied on to engage the literary staff and to hold its members accountable for sins of omission and commission.

It is not essential that the Managing Editor should be a man of high literary culture or of fine scholarship, but it is essential that he possess a superabundance of energy and an intimate acquaintance with all the details of newspaper work, from the press-room to the compositor's desk, and from the reportorial-table to the sanctum of the editorial writer.

He must know precisely what constitutes news; he must be well posted on home politics, and have a fair notion of foreign affairs. He must be able to decide on the instant whether a State happening or an incident which has transpired in a neighboring State is worth a special dispatch, or the sending out, there and then, of a

staff correspondent. He must have a profound capacity for secrecy, and an intimate knowledge of the personal history, failings, etc., of the leading men of the city and State.

Over and above all these, it is requisite that a Managing Editor be a man of indomitable pluck and inexhaustible resources, able and willing to communicate energy and push to his subordinates.

A daily newspaper is exactly what the Managing Editor makes it. Many a sheet which has languished in obscurity has been redeemed and put on a first-class footing, within a very few years, by the engagement of a Managing Editor possessing the typical qualities above referred to. It is hardly necessary to say that, in his dealings with his subordinates, he will at times have to use very plain language. But a sensible man will never descend to vulgarity, coarseness or rudeness. Whatever he may be, he is supposed to be a gentleman. If refinement and courtesy, even under the most aggravating circumstances, is not with him instinctive, then for policy's sake, if for nothing else, he trains himself up to the required standard. The impression made on the minds of subordinates by a display of low breeding can never be effaced.

Sometimes a Managing Editor is called upon to use what may appear to be harsh, peremptory and exacting expressions, but a sensible subordinate who knows the state of mental tension in which any responsible officer must be kept amid the maelstrom of daily journalism,

never thinks of taking umbrage at utterances which are, for the most part, forgotten as soon as used.

The Managing Editor is expected, in most offices, to oversee the work of the Literary Editor, and eliminate from his editorials any passage which may appear objectionable or not in keeping with the policy of the paper.

Of course, if there is an Editor-in-Chief who takes an active interest in the work of his paper, such duty, for the most part, falls to him—especially if he happens to be a large stockholder or part proprietor.

When visitors or public officials call at the office for the purpose of making complaints, communications or suggestions, they are usually received, in the first instance, by the Managing Editor. In many offices it is the custom of the members of the editorial staff to meet at a certain hour for consultation, and to arrange the programme for the next issue. This scheme is an excellent one, if thoroughly carried out and if there is complete confidence between the members of the staff—which is not always the case. Petty jealousies prevail in newspaper offices as elsewhere; and the larger the staff, the greater the difficulty of avoiding them.

At 2 A. M., in the case of a morning newspaper, the Managing Editor is in a position to know exactly what the issue will contain, and how much space is available for any extra dispatches or special telegrams that may come in late, and in which the Night Editor will have to exercise his judgment. The latter usually sits

at the telegraph-desk, and remains there till 3:30 A. M., or even later, if he has reason to believe that an occurrence is pending which may call for a special editor. One or more members of the reportorial staff are usually placed at his disposal to take account of any late fires, shootings, accidents or important arrests within the city limits. The Night Editor takes up the work just where the Managing Editor leaves off.

Before going away, the Managing Editor informs himself, by consultation with the foreman of the composing-room, as to the ability of the latter to go to press at the proper hour. He has glanced over the score or more of proofs containing the editorial, city, State and telegraph matter, on which his subordinates have been engaged during the past ten or twelve hours. Cognizance of typographical errors—for which the proof-reader will be held accountable—is not required of him, but faulty sentences and loose statements, where noticed, are marked and brought to the attention of the officer in fault.

The Managing Editor has no fixed hours. These are determined only by his sense of duty and his knowledge of the times at which his presence is actually required

It is evident, however, that to a conscientious man there is very little opportunity of stealing away during the hours when the preparation of the matter for the next issue is going on. On a morning newspaper, it is customary for the Managing Editor to spend at least two hours in the afternoon at his desk in the perusal of letters from correspondents, etc., and of the local and leading

national newspapers; and, if an afternoon daily is published in the same city, he glances hastily at it, as a guide to the topics likely to require attention when he returns.

The City Editor is supposed to be responsible for the whole of the local matter, but the Managing Editor does not fail to keep a watchful eye over important local topics, so as to insure their receiving the consideration they deserve.

CHAPTER XII.

THE PROOF READER.

Although it is not expected that a journalist shall have passed an apprenticeship as a proof-reader, yet it is on many grounds desirable that he should be familiar with the duties of the proof-reader's desk; and if he has the opportunity of filling such a position temporarily, he does well to avail himself of it. To become an expert proof-reader, it is absolutely essential to be acquainted with the work of the compositor, because many of the errors which would be passed by a person not cognizant of the faults and failings of compositors, would be promptly picked up by a man who had gone through the ordeal of setting type himself.

In the arrangement of the "case," certain letters are placed in adjoining boxes, and are therefore taken in mistake for each other by the compositor, and a proof-reader who knows this will have no difficulty in detecting and accounting for errors which would perplex a novice or the adventurous gentlemen who undertake to pose as journalists on the strength of having written a few essays for a college paper.

It takes much practice, a good eye, and the closest attention to make a man an expert proof-reader. If he undertakes to read the proofs rapidly, looking chiefly for omitted words and grammatical errors, he will assuredly

miss scores of typographical errors, which look very bad in the complete newspaper. Where a small staff and the necessity of combining the duty of several officers compels provincial editors and others to dispense with a proof-reader and do the work themselves, these errors become numerous and conspicuous. To avoid them, each proof is read through twice—once for the sense and the grammar, and a second time for turned and omitted letters, punctuation and the special faults into which all compositors are liable to fall. After the corrections have been made, a revised proof is obtained, and it is made a matter of special care to observe that all the corrections marked on the first proof have been attended to—compositors frequently neglecting such corrections, through inadvertence, and the proof-reader, of course, gets the credit for the blunders which thus find their way into print.

The following are the principal errors which will be found:

1. Wrong letters, an "n" for an "h," an "a" for an "r," "an "l" for an "i," or "ff" for "fi"—the last-named being always set up as one letter, and never as separate letters.

2. Omitted words, such as "of," "the," "and," etc.

3. Superfluous words at the beginning of lines—one line ending with "and," the next line commencing with the same word—the compositor having failed to notice that he had already set up the word in the previous line.

4. Capital letters where a small or lower case character should have been used, and vice versa.

5. Spaces between words omitted.

6. Faulty punctuation.

7. Italics wanting where they should have been used, or used where they were not wanted.

8. Turned letters, easily discovered where such letter has a head to it—as in the case of "h," "b," or "k"—but requiring close attention to discover them in other cases; as, for instance, with the "o," "e" and "s." Nothing is more common than to see a daily newspaper published with a score or more of the last-named letters turned upside down—a circumstance which reflects considerably on the proof-reader and the editor alike.

9. Letters from the wrong font, as, for example, a brevier "h" in a word set to minion, and vice versa.

10. Faulty spacing—large intervals between some words, and others run close together in the same line.

Corrections are invariably made on the margin, never among the matter itself. If the latter course were pursued, the proof would soon become an illegible mass of writing-ink and printing-ink. The correction should also be made in small, clear characters, exactly opposite the line in which the faulty letter or word appears, in order to lessen the chances of the compositor making a fresh blunder in rectifying an old one.

It is impossible for a proof-reader to be too careful in his work. He is, in one sense, a final court of appeal; and the finest conception of the literary staff may be

marred by a stupid error in the setting up, which he has suffered to pass unnoticed. In this way, the most extraordinary bulls and "malapropisms" have found their way into print—not to speak of occasional instances of total moral depravity, where a compositor about to leave the paper has purposely introduced a word completely changing the meaning of the sentence, and even introducing the most objectional sentiments.

Incredible as it may seem, cases of this kind happen in the issue of newspapers, the managers of which pride themselves on the accuracy of the compositions and the closeness of the proof-reading. The London Times, on one occasion, offered a reward of twenty-five dollars to any person who should find a typographical error—even a turned or omitted letter—in its columns, on a certain date, and it was suggested that the same accuracy and care was observed at all times in its production; yet it was not long after this proclamation that an error of the most flagrant character, involving precisely such assumption of total moral depravity as has been referred to above, appeared in its columns, and set the whole British empire in a ferment of mingled amusement and disgust.

CHAPTER XIII.

NEWSPAPER ILLUSTRATIONS.

This is essentially an age of pictorial journalism. There are some large metropolitan dailies, like the New York Times and Tribune, which have been conservative enough to resist the popular demand for cuts and illustrations; whilst others, like the New York World, have gone to great expense and trouble in organizing a complete artistic bureau for the purpose of illustrating daily happenings involving a demand for topical and personal sketches.

Some twenty years ago, illustrated journalism was an almost unknown quantity, and the weekly sheets enjoyed a practical monopoly; but the present tendency is all in the other direction. Undoubtedly the first step in the direction of illustrations of daily newspapers was suggested by the success of the maps and charts of voyages of discovery, which appeared in the New York Herald. It seemed little less than marvelous in those days that a newspaper should appear on a certain morning containing a more or less accurate map of the scene of a contest, the account of which could only have been received a few hours before.

The work was done at that time by cutting on wood, according to the old regular style of wood-engraving—the block being separated into six or more portions, and a separate engraver set to work on each.

It still remained to stereotype or electrotype this wood block, in order to meet the requirements of an issue extending to a hundred thousand copies and upward, for otherwise the lines would have been rapidly worn out by the action of the press, even if it had not been necessary on other accounts that the block should be stereotyped.

In the present day, a complete revolution has been effected in the matter of newspaper illustrations. Accuracy and finish are entirely sacrificed for the sake of rapidity, and it is not an uncommon thing for cuts to be produced, ready for the printer, forty-five minutes after the artist has received the order for the work.

The most frequent method used by local papers in such cases is somewhat as follows: A steel plate—of which a number are kept ready to hand—is covered to the depth of one-eighth of an inch with a fine, dry powder, resembling chalk in appearance. The artist rapidly sketches the design, using as little shading as possible, and transfers it to the face of the "chalk" plate. If he is an expert, he dispenses with this, and makes his drawings directly on the plate itself, using instruments similar to an etching-needle, and cutting through the chalk clean down to the surface of the plate. The drawing is made directly from the copy or design, and not reversed, as in the old processes.

As soon as the task is completed—which may be within half an hour, if the illustration is of a simple character—the plate is sent to the stereotyper, who treats it as an ordinary matrix would be treated, by placing it in a

framework in the casting-box, and pouring melted metal over it. The result is a metal block in all respects similar to what would be obtained by stereotyping an ordinary wood engraving, with a saving of at least four hours in five, while the expense of the wood block is avoided, and the steel plates can be covered with a fresh coating and used over and over again.

Sometimes the same end is attained by a process known as "zinc etching." Here the design is made as in lithography, with a transfer-ink, and this design is transferred by pressure to the surface of a zinc-plate. The ink is of a greasy nature and repels acids, so that when dilute acid is poured on the surface, the plate is rapidly eaten out in all places not protected by the ink—so that the latter appear as lines in relief. As soon as the "whites" or hollows have been eaten sufficiently, the plate can be stereotyped for the use of the printer. In larger cities "photo-etching" and "photo-engraving" are employed—processes requiring the work of experts, and differing in details in various establishments.

Where an illustration is desired to be produced having some pretensions to finish, or where the subject is a map, in which neatness and accuracy are desirable, other methods are pursued. A map, for instance, is usually produced in the following way: A perfectly smooth plate—preferably of copper—is taken, and covered to the depth of one-sixteenth of an inch with a composition, of which the principal ingredients are bees-wax or paraffine, with Burgundy pitch and asphaltum. As soon as the

coating has cooled, the lines of the map are drawn through to the plate with suitable needles, and the names of provinces, towns, rivers, etc., are put in with type, the letters being gently warmed, and pressed through the composition until their faces touch the surface of the plate.

Then a quantity of the composition—which is kept melted within easy reach of the hand—is dropped carefully into all those portions where large "whites" are to appear when the map is printed, in order to raise these parts, and cause corresponding hollows in the finished block. As soon as this operation is completed, the plate is brushed over with plumbago or bronze-powder, to conduct the electricity of the battery or dynamo over the surface of the wax, which is a non-conductor of electricity.

The plate is now connected with a negative pole of a powerful galvanic battery or dynamo-electric machine, whereby a coating of copper is deposited all over the wax, furnishing a marvelously-correct electrotype of the entire drawing. At the end of a certain period—which may be from four to ten hours, according to the strength of the current—the thin shell is carefully separated and turned at the back, after which a backing of type metal, containing a small quantity of tin, is cast on to it, the whole forming a solid block, which, when trimmed and planed, is ready for the printer.

Yet another method is employed when accuracy and nicety of detail is called for in a newspaper illustration.

This method requires considerably more time than the chalk-plate plan, but the results of the latter are not to be compared with those which can be obtained in the way now to be described. A drawing at least twice the size of the intended cut is made with Indian ink, and this is reproduced by photography in such a manner that the negative furnishes a picture of the size described. This negative is dried, varnished and placed over a glass plate covered with a film of gelatine, sensitized with bichromate of ammonia. The light penetrates through the negative in all parts where lines appeared in the original drawing, and tears or renders insoluble those parts of the gelatine film which lie immediately beneath them. After sufficient exposure, the gelatine plate is removed and carefully washed in tepid water, which dissolves all portions not affected by the light, leaving the lines in high relief. The film is carefully dried and electrotyped, the block is produced—being mounted—and handed to the printer.

CHAPTER XIV.

THE LOCAL DAILY.

The first step towards the establishment of a local daily newspaper usually dates from the development of a city of three or four thousand inhabitants until the prospects of its growth and increased population warrant the belief that a daily newspaper is called for. In such a city there will often be three or four weekly newspapers; and, if the proprietor of one of these is an enterprising man, with faith in himself and the community in which he lives, he will one morning startle his conservative weekly contemporaries and the citizens generally by the publication of a daily issue.

In the present day of "patent insides" and "patent outsides" and of stereotyped or "shell" matter, there is no difficulty whatever in starting a daily, if the proprietor has assured himself of the co-operation of a few enterprising merchants, and sufficient receipts to cover the bare expenses of production. Numbers of local dailies have been successfully started by men with no previous knowledge of journalism, and utterly incapable of writing grammatically or intelligently on any subject whatever. Where such a sheet aims at originality, the proprietor usually depends upon some well educated youth, who writes the editorials, handles the locals, corrects the blunders of the proprietors, and, in fact,

runs the sheet—so far as its literary work is concerned.

From one-half to two-thirds of the local dailies produced in small cities do not reach even this standard of merit. The editorials are stolen or simply reproduced, with bare credit to the journal from which they are taken. The bulk of the sheet is made up of plate-matter and advertisements, and all that the proprietor has to do is to arrange for two or three columns of locals, for which he will depend on some precocious young man, whose knowledge of grammar is like Sam Weller's knowledge of London—"extensive and peculiar." Quite as often as not, a gifted compositor performs the double work of making up the sheet and getting in the locals, while the editor and proprietor steals the editorials, orders the plate-matter, pockets the dollar, and poses before an admiring community as a burning and shining light of journalism.

It would be unfair to say that all local dailies are run in this way; but it is a reasonable assumption that sheets containing a large amount of plate matter and stolen editorials, are produced by some such literary genius as the one above described. There are men laboring in obscurity in the production of local dailies whose work compares favorably with that on far more ambitious metropolitan journals.

There is one consolation which the editor of a local daily possesses, that is denied to the metropolitan journalist—unless the latter happens to be in the very first rank. The local journalist has a certain personality.

He is a power in the community in which he lives, and as the nature of his work gives him considerable leisure, he can, and often does, combine the editing of his paper with the pursuit of another profession, as, for instance, that of the law. In this way he can make the one occupation help the other, and thus realize a considerable income.

The first step in starting a local daily is to estimate the possible circulation, which may be taken as one-tenth of the population of the city in which the paper is to be produced. The county circulation of a local daily is usually small, for two reasons. If there is a good railroad communication, the county residents who take a daily paper at all, will take a metropolitan sheet, because it gives more and fresher news at the same price; while, if the railroad communication is poor, the residents in the county will be content to wait for the weekly issue.

Of course, a great deal depends on the character of the community in which the proposed daily is to be circulated. As a rule, districts in which the population is engaged in agricultural pursuits are poor fields for a daily newspaper, and this is especially true of the Middle and Southern States. In New England and the West there is far more enterprise and appetite for current topics of general interest. Some cities, with a population of six or seven thousand, will support two dailies. Others, with a population of ten thousand, will barely support one—even when that one is produced at the lowest possible cost, on the approved principle of plate-matter, purloined editorials and highly original locals, gotten up by a com-

positor or reporter at the extravagant salary of eight or ten dollars a week.

The man who starts a good original daily newspaper in a city of ten thousand inhabitants, may count on picking up a host of subscribers from all parts of the State, and certainly from counties in his immediate neighborhood—especially if his city is located at a distance of fifty or sixty miles from a larger metropolitan city. The last named is a very important consideration, for no amount of energy and skill can make or enable the proprietor of a provincial daily to compete successfully with a metropolitan contemporary, if his city is so close to that metropolis as to be a mere suburb of it. The only demand for his newspaper will be in the local department—and this is apt to be covered more or less thoroughly by daily dispatches sent to the metropolitan papers.

After each day's issue has been completed, the editor or proprietor of the local daily has to reserve for his weekly issue all local and county matters, with such of the editorials as will bear repetition, because it is on the weekly issue that he has to depend mainly for the profits of his business. He will be fortunate if he produces his daily at a small profit, or without actual loss; but the weekly should return seventy cents on the dollar.

The editor of a local daily cannot be too particular about his mailing and carrier system, for it is obviously useless to produce newspapers which fail to reach the subscriber. A common and very successful plan for securing fresh subscribers is by mailing them sample

copies. It is much cheaper than employing a canvasser, though the opportunity of making personal application should never be neglected.

There is no difficulty in procuring correspondents in the towns and villages of the county, for the *cacoethes scribendi* has its victims in the villages as well as in the large cities, and there are scores of persons in every county who will gladly furnish the news simply for the honor of saying that they write for the paper. Some of the budgets of these correspondents, will, of course, require considerable revision and correction, and it will take some time and trouble to drill a staff of county correspondents into the dry routine of journalism.

Concerning one conspicuous part of an Editor's duty, it has been proved beyond the shadow of a doubt that long editorials are even more objectionable in local dailies than in the columns of a metropolitan newspaper. Three or four paragraphs, and one article with a heading, on local or State topics, should be the limit. It is worse than useless to fill columns with sophomoric essays on general subjects. They will never be read, for, in nine cases out of ten, the readers in a small city take their local daily simply for the locals and the county news.

In compiling the general matter—assuming that the Editor does not intend to use stereotyped or plate productions—preference should be given to short articles on topics of current interest, rather than long discursive treatises of a column and a half or more on subjects which will interest but few persons. Half a column is

as much as any article should make, unless special space is called for by some subject of all-absorbing interest. It is well to devote a column to brief articles and extracts on topics connected with the household, farm and garden, etc., and if correspondence on local subjects can be originated, it will be a most useful addition to the attractiveness of the sheet.

There is no economy in using bad ink and poor paper. It is a "penny wise and pound foolish" policy, and a few dollars which may be saved will look small when accompanied, as they will surely be, by a volume of complaints, a poor subscription list, and the success of a rival sheet, far inferior in literary merit, but well printed on good paper. The size of a sheet should be well considered, for many persons justly complain of the trouble and weariness involved in turning over a large blanket sheet or unfolding an eight-page paper. For the same reason the type should be clear and uniform, for nothing looks worse than leaded long primer in one place and nonpareil or agate in another. Readers are not deceived by a big, blown-out sheet heavily leaded; they will say quickly and justly that they can read that paper in five minutes.

CHAPTER XV.

THE LOCAL WEEKLY.

In these days when the patent insides and patent outsides—before referred to—are made so convenient, any man, however uneducated or inexperienced in journalistic work, can start and run a local weekly newspaper at small cost, and with no more trouble than hunting up locals and attending to the solicitation of advertisements; but if the aspirations of the proprietor extend beyond this, and he rigidly resolves that his newspaper shall be original and that he will spend his money in the community which supports him, he will require some knowledge of journalistic methods—something more than is implied in the writing of editorial articles and the supporting or antagonizing the views of local politicians.

A small local weekly can be started without any assistance from the enterprising plate firms for a very small sum, and many a man has made a beginning on a few hundred dollars. With one thousand dollars a small newspaper and job printing-office can be satisfactorily started, especially if the proprietor is a sensible man, and does not mind purchasing his outfit at second hand. In the course of a Presidential campaign, when politicians are spending money freely, large numbers of mushroom sheets are started, to die out as soon as the campaign is over, and this is the time when purchases can be most

cheaply made. A Washington hand-press and a few fonts of newspaper and job type are all that is required. With these, and the assurance of a certain amount of advertising support, the proprietor can go to work on the production of a sheet which, to him, shall represent the lever that moves the social universe.

One or two compositors, and perhaps a couple of apprentices will have to be engaged, but the total expenditure in this direction need not exceed thirty dollars a week—to which he may add ten dollars more for office expenses, rent, etc., and perhaps five dollars for his paper bill. In any case, fifty dollars a week will cover his expenses handsomely at the start.

CHAPTER XVI.

THE MECHANICAL DEPARTMENT.

It is very desirable that a man who is running his own newspaper in a provincial town or city should be able to perform some of the mechanical work involved in its production. All that is necessary for him to learn can be picked up in a few weeks or months. Three weeks will enable him to master the mysteries of setting type, and at the end of a month, if he is at all apt, he should be able to make up the paper, so as to leave his compositors free to take up the more profitable job printing which comes in.

The first step in making up a newspaper is to measure up all the matter already in type on the galleys where that type has been deposited by the compositors. Proof has been presumably obtained beforehand, and the corrections made. Taking two brass rules, the practical editor and proprietor of a weekly newspaper who desires to have his own time and that of others utilized to the best advantage, will proceed to lift the type in portions of about three inches deep, grasping it firmly at the sides as well as at the top and bottom, to prevent the large types from dropping out. Some beginners and nervous operators find it advisable to wet the type in the first instance; this lessens the chance of any of the letters dropping out, and is, on the whole, the safest plan. As

fast as each handful is lifted, it is placed in its proper position in the columns on the imposing-stone.

When a long article turns a column, the operator will be careful to notice that the first line of the second column runs on, or makes proper connection with the last line of its predecessor. If, as often happens, the matter makes a little less than a column, the latter should be filled up with a short paragraph and justified to the exact length by a few leads. On the other hand, if the matter makes a line or two more than a column, some leads must be taken out, for nothing looks worse than an article which overruns a column by two or three lines, when these lines are carried over to the top of the next column.

The operation of "measuriug up" is accomplished by means of a piece of string severa! yards in length, and by tying a knot in the string at the point where the measurement ends, the operator can easily satisfy himself by means of a column rule, exactly how many columns the matter will make, If he has a little too much, he will hold over some unimportant "¶s" for the next issue. If, on the other hand, he has too little, he can either have some additional matter set, or, if time presses, he can "drive out" with leads the matter already available. Most of the advertisements are already in their places in the form, and after taking out those which are "dead," adding the new ones and justifying all the columns, he is in a position to commence the final work of "locking up."

This operation, which appears very simple to an observer, requires more care than an inexperienced man is likely to bestow upon it, for a trifling act of carelessness or negligence may spoil the whole work. Having satisfied himself that all the columns run on consecutively, and having altered the date-line at the head of of each page and at the head of the editorial column, he adjusts the side and foot-sticks, and proceeds, with "quoins," or wedges of wood or iron, to bind up the whole of the type on each page into a compact mass. Before this is done a wooden block, called a planer, is passed over the page and tapped gently with a mallet, so as to bring the face of the type to a perfect level. As each page is locked up, the operator raises one end gently at the top or bottom to the height of about an inch, and passes his hand over it, to see if the mass is firmly compacted and that none of the letters are loose or dropped out.

If the form is too tightly locked up, the matter will spring or bend ; in such case the quoins must be loosened, and the operation of locking up repeated. If the type is loose, the quoins must, of course, be tightened. It will often be found that this looseness results from one of the columns being too long or too short, in which case, leads must be taken out or inserted in that column until it is brought to the same length as the others. When all the pages are found to "lift" properly, they are removed and laid on the bed of the press in their proper order. A proof is obtained, and if this be free from errors, the work of running off the edition is proceeded with. The

time required for making up a newspaper varies, of course, according to the dexterity and practical experience of the operator. It is a good rule for an inexperienced man to allow himself at least a quarter of an hour for each column, and twenty minutes for the final work of locking up, so that in a four-page paper, with six columns to the page, the total time consumed may be from four to six hours. A rapid and experienced workman will get through the same work in three hours.

It is very desirable, in making up a newspaper, to observe uniformity and methodical habits. The face of a newspaper is like the apparel of a man. It proclaims at a glance whether neatness or carelessness prevails. Readers of newspapers get to look upon their family sheet as an old familiar friend, and are prompt to detect irregularities and faults. They may not know the why and wherefore, but they see the faults nevertheless.

CHAPTER XVII.

THE ADVERTISING DEPARTMENT.

As the advertising department is that to which the proprietor has to look chiefly, if not entirely, for his profits, it deserves and should receive all the attention and time he can bestow upon it. Advertisers are like maidens—they require wooing. They do not confer their favors unbidden. It is the worst mistake a man can make to imagine that any considerable amount of patronage, either in his advertising columns or in his job-office, will come in unsolicited. Competition is very keen, and the misgulded individual who buries himself in his sanctum and imagines that an appreciative public is going to rush in with advertisements and printing orders, will find himself sadly mistaken and badly "left" on orders which might have been secured by a little persistent solicitation.

Every visitor to the office—even if he comes on a friendly errand or for a brief chat—should be regarded as a possible subscriber or advertiser, and treated accordingly. It wil lbe an easy matter for a man who means business in running a newspaper to let his visitors become aware of the fact without giving offense, and even loafers—who infest all newspaper-offices—must be tolerated, if they can be made to bring grist to the mill, whether it be in the shape of orders from others or items of local intelligence.

The golden rule with a local editor should be to keep his office neat, clean and comfortable, so as to impress his patrons with the conviction that he observes the same care in all departments of his business. There is no economy in rickety chairs, dirty windows and an unswept floor deeply stained with tobacco juice. Ladies will naturally avoid such a place, and advertisers will reduce their terms the moment they set foot in it.

For the same reason, neatness and cleanliness, with rigid economy, should be observed in the printing office. Even in the best conducted establishments a large amount of money is annually wasted in the way of soiled paper, gas or oil unnecessarily burned, type battered, "pied" or dropped, and jobs laid away when the type should have been promptly returned to the cases. A compositor who studies the interests of his employers will save the wages of two apprentices in a single year by carrying out principles of economy and exercising methodical care in the matters referred to.

One of the hardest struggles a local editor has to make is in satisfying the wants of all his patrons; in pleasing all, and giving offense to none. Practically, this is impossible, for the very item which will please one man will give dire offense to another. The smaller the population the greater the difficulty, and the Editor is at length compelled to believe that he is realizing the fable of the old man and his ass, who, in trying to please everybody, pleased nobody and lost his ass into the bargain.

In all small communities there are a number of "Sir Oracles" who, when they open their mouths, insist that no dog shall bark; and, of course, these prodigies take entirely different views of expediency in matters of newspaper publication. Where, for instance, a scandal has developed in a neighborhood, A insists that all the details shall be published; B, that they shall be suppressed; C is of opinion that a local newspaper which is afraid to give the news is unworthy of the name; while D comes out with a strong hint that if such stories are to be inserted he will have no other resource than to discontinue his subscription and recommend his friends to do the same.

There is only one course to be pursued in all cases, whether the objectionable item be social, political or of a business character. The editor must be inflexibly just, asking no favors and receiving none. He should listen carefully to what his patrons have to say, and then act fairly and squarely on his own judgment. It is bad policy to publish any article which will wound the feelings of one person for the sake of gratifying the vindictiveness of another. It is bad policy also to publish the details of any item which may injure the trade of the place, or the reputation of any firm doing business in it. But if, on the contrary, the publication of an article is obviously called for in the interests of the public safety or the common weal, the editor should deal with it boldly and bravely, relying on the fact that public opinion will, in the end, always sustain the acts of a man whose motives are above

suspicion. In politics it is the same. Even when an attack is demanded on the actions of an individual, as may often happen in the case of a party organ, the attack should always be made on that individual's conduct as a public man and as a citizen, and never on h's private reputation or family history—always remembering that every man has friends, and that it is not one subscriber who will be lost but many.

The proprietor will do well to bear in mind that no amount of actual merit in his newspaper will redeem the want of those social qualities which are so esteemed by all Americans. He cannot afford to wrap himself up in editorial exclusiveness and perpetually remind his fe'low-citizens that he stands on a higher intellectual and moral plane than they. It will pay him and pay him well to enter freely and liberally into all social organizations, and especially to join any secret or beneficiary society which may be organized in his neighborhood. He need not be a hypocrite, but it would be good for him in a worldly as well as a spiritual sense to be a church member, and to take an interest in church work. These may seem small matters and outside the pale of journalistic labor, but the world is made up of trifles, and the most successful newspaper proprietors are not men of high education but business men with social instincts.

Another point which is too frequently overlooked in running local newspapers is the necessity of cultivating kindly relations with employes. Each man and each employe should be made to feel that he is a part of the

newspaper itself, a contributor to its success as well as responsible for its share of its shortcomings. In an office in which the men are made to feel that they are merely drudges, liable to be discharged at a moment's notice for trifling cause, or in view of the engagement of cheap substitutes, there can be no hope of bringing out a sheet which shall reflect the enthusiasm that always prevails in a well-conducted establishment. It is cheaper in the end to have short hours and hearty work than long hours and a perfunctory discharge of duties. Emergencies constantly arise in newspaper offices, and these will be met promptly and willingly, by a staff which is in cordial sympathy with the proprietor. The latter need never assert his dignity and authority in such an office, whilst a mean-spirited man, who is over-familiar one day, harsh the next, and exacting at all times, will be everlastingly complaining that he cannot keep a compositor or obtain the respectful obedience of his employes.

CHAPTER XVIII.
TECHNICAL TERMS.

There are certain words and phrases employed in newspaper offices which are apt to puzzle a novice, and it is well that he should be acquainted with them. Some of these relate to the editorial and reportorial work, while others are the products of the composing-room. The following may be cited as examples:

Boiling Down.—The condensing of long articles into smaller space by eliminating superfluous paragraphs and sentences.

Copy.—The manuscript of articles ready for publication.

Display.—Matter is said to be displayed when it is so arranged as to catch the eye strongly and quickly.

Driven Out.—Matter is said to be driven out when unusual intervals are left between the words, as sometimes happens in provincial newspaper-offices when it is found necessary to gain time, fill up the paper quickly or make a little matter go a long way.

E. o. d., tf.—These characters at the end of an advertisement signify that it is so to appear "every other day" or "till forbid," as the case may be.

Hell or Hell-Box.—A receptacle into which old or battered type is thrown.

Italics—Most styles of newspaper type have separate

fonts to be substituted for the ordinary roman letters; when it is desired to give emphasis to particular words or passages and whenever a foreign word occurs. In a well-conducted newspaper, italics are avoided as much as possible, because the same element of vulgarity attaches to their abuse as to the underscoring of words in an ordinary letter. Portions of copy intended to be set in italics are underscored once, small capitals twice, and full capitals three times.

Leads.—Spaces of the width of a column placed between the lines when it is desired to give prominence to an article or any portion of it. In some newspapers the whole of the editorials are leaded to give them such prominence.

"Live" and "Dead" Matter.—When paragraphs or articles are held over for use in another issue, or intended to be used at any time, it is said to be "live." When it has been already printed, or is not intended to be used again, it is said to be "dead."

The same remarks apply to advertisements.

Lower Case.—When a word which should not begin with a capital has been set up with a capital by the compositor, the editor or proofreader indicates the fault by marking the characters "l. c." or lower case at the side, to indicate that a corresponding small letter which lies in the lower case of the compositor, is to be substituted.

Matter.—Generally applied to articles already set up in type but sometimes applied to the articles themselves. "Fat" matter is that in which the article is arranged in short sentences, enabling the compositor to fill his stick

rapidly and gain time. "Solid" matter is that in which the sentences are long, or the articles run in long paragraphs. Compositors have a decided leaning to "fat" matter.

"*Off its Feet.*"—A type is said to be "off its feet" when it has slipped at the side of the lines, so as to be out of alignment with other matter.

Pica.—The standard type, and the largest used in newspaper work. It is not often employed in the reading matter of the paper, but it is frequently used in the advertising columns. The sizes below pica, in diminishing order, are small pica, long primer, bourgeois, brevier, minion, nonpareil and agate.

Pi.—A mass of types which have dropped out of a composing stick or form.

Spacing —This refers to the blank spaces between words. Even spacing is the test of a good compositor.

Stick.—The instrument used by the compositor in setting the type, holding about ten lines, and forming the measurement by which the space of short articles is estimated.

Struggle or Squabble.—A number of types displaced in a composing stick or form.

Chapter XIX.

PUNCTUATION.

Persons who are undertaking the preparation of articles for publication in newspapers or magazines are often puzzled in matters of punctuation, and it is not too much to say that a large number of editors and proofreaders are beset with similar difficulties. It would often appear as if the punctuation were accomplished by a sort of "rule of thumb" process, and the meaning of important passages is sometimes altered or destroyed by faulty placing of a comma, a colon or a period. Many well-educated men are great sinners in this respect, a circumstance which is the more to be wondered at because the rules are alike few and simple.

The Comma (,).—The comma is used for dividing the clauses of compound sentences, whenever there is no break or change of thought in such sentences. Relative and participal clauses should begin with a comma This stop is also inserted between verbs and nouns whenever three or more of such verbs and nouns occur in a passage and carry out the same train of thought, for example: "The sun, which gives heat, light and life to the face of nature, shines alike for the rich and the poor."

A comma should never be inserted in a simple sentence, or between a single adjective and a noun, or where it

will break the flow of thought. Every comma implies a pause, and such pauses are only called for by a succession of ideas, or by the interjection of clauses tending to expand that idea.

The Semicolon (;).—The semicolon implies a partial break of thought, and is sometimes introduced into complex sentences when a number of simple sentences are used in place of single words. Generally speaking the semicolon applies a partial change in the flow of ideas, such change being less complete than that which will call for a period, but too abrupt to be indicated by a comma. The following examples are from Coleridge: "I looked at him with much emotion—I considered him as the venerable father of German poetry; as a good man; as a Christian; seventy-four years old; with legs enormously swollen, yet active, lively, cheerful and kind and communicative."

The Colon (:).--A colon is used but little in modern newspaper work, the tendency being to use short sentences separated by periods and for the rest to depend upon the semicolon. The exact use of the colon may be understood by the following sentence, also from Coleridge: "They were all alike except in size: one great room like a barn with a hayloft over it, the straw and hay dangling in tufts through the boards which formed the ceiling of the room, and the floor of the loft." Here it will be noticed that the narrative is suddenly changed from a general description to the details, in the same sentence, and therefore the details are appropriately preceded by a colon.

Here is another example from the same writer: "I had mentioned this to Klopstock and he had a great desire to see them, I walked over to his house and put the book into his hands. On adverting to his own poem, he told me he began the Messiah when he was seventeen: he devoted three entire years to the plan without composing a single line."

Here are two distinct statements, one referring to the age at which the work was written; the other to the circumstances under which the plan was conceived. The flow of thought is not entirely interrupted, but there is a change in the detail, and this change is properly introduced by a colon.

Other Points in Punctuation.—A very few words will dispose of the "period," the "note of interrogation" and the "note of exclamation." The period is used at the end of complete sentences and paragraphs, or wherever there is a break of thought. A note of interrogation, as its name implies, is used at the end of every sentence in which a question is asked, and in such cases the next sentence will of course commence with a capital letter; where, however, a short query of three or four words forms the subject of the sentence and forms part of the narrative, or of the train of thought conveyed in that sentence, the query is "quoted" and no capital is used after it.

The "note of exclamation" is used after words which are either interjections or convey sudden and abrupt exclamations, for example: "Hold! are not our modern sentimental plays filled with the best Christian morality?" No Cæsar must pace your boards—no Antony, no royal Dane, no Orestes, no Andromache!" "Oh, dear lady! This is one of

the cases in which laughter is followed by melancholy: A tolerable quantum, methinks!"

The parenthesis is far less frequently used in newspaper writing than in book-work; the comma being generally preferred. The exact application of the parenthesis implies the insertion of a sudden inspiration, or a passing thought in the progress of a sentence, thus: "From this courteous and kind-hearted man of letters (I hope the German literati in general may resemble the first specimen) I heard a tolerable Italian pun and an interesting anecdote."

A newspaper writer would have used a dash instead of the parenthesis in this and similar cases. The parenthesis is frequently employed when the definition of a foreign term is given in the sentence which contains that term, for example: "The Jungfer Steig (i. e. Young Ladies' Walk) to which my letters directed me, made an exception."

The dash is to a certain extent an optional punctuation mark, and properly appears when a sudden inspiration is interjected into a sentence, or when the writer abruptly pauses to ask a question or note a side issue, thus: "But a review, in order to be a salable article, must be personal, sharp, and pointed: and, since then, the poet has made himself, and with himself all who were, or were supposed to be, his friends and admirers, the object of the critics' revenge—how? by having spoken of a word so conducted in the terms which it deserved!"

This last sentence contains nearly all the punctuation marks ordinarily used, and a short analysis of it will form a good object lesson. It will be noticed, that commas appear

after the words "personal" and "sharp," because two or more adjectives are used to qualify the same noun; commas also appear after "review," "article" and "then," "himself," "were," "be" and "admirers," because in each case the sentence is amplified by the introduction of phrases or ideas, expanding the original conception; a colon appears at "pointed" because the flow of the narrative is changed from the review to the person whose works are reviewed, and that in the same sentence. The dash appears before "how" because the writer abruptly pauses to ask a question, and the whole sentence ends with a note of exclamation because astonishment is expressed at the answer to that question.

It may be laid down as a rule in newspaper writing that notes of exclamation and parentheses should be avoided as far as possible for the following reasons: the exclamation point, like italics, implies a certain degree of sensationalism, and the excessive use of either betrays a bombastic style and a desire to create astonishment rather than to appeal to the sober second thought of the reader. The parenthesis implies an assumption that the writer has not reflected on what he has written or is about to write; that his ideas are erratic and transitory, and that there is no method and order in his composition. The careless grace of an essayist is by no means the model on which a newspaper writer should work; on the contrary, he should always seek to convey the impression that he has studied and fully grasped his subject before he has taken up his pen.

CHAPTER XX.

WASHINGTON CORRESPONDENCE.

It would seem to a novice in journalism that there could be nothing easier than the duty of a correspondent at the national capital. He could never be at a loss for an item, and columns could be spun out almost without leaving his desk. Altogether, the impression would be that the position is very much of a sinecure, and that any man who could write a column of decent English could become a Washington correspondent without any journalistic training whatever.

This is so far from being the case, however, that the number of first-rate men engaged in the business can be counted on the fingers, and capable correspondents command big salaries. In the first place the person who undertakes such duties must have a good address, "wise as a serpent and harmless as a dove;" he must be sleeplessly vigilant; be well posted on all National issues; know every public man from his own State, or rather the State in which his newspaper is published, and possess that rare faculty, journalistic instinct, in the highest degree.

While Congress is sitting, its routine work is covered by the Associated Press dispatches, and it will be worse than useless for him to forward long, dry reports of current legislation. What he has to do is to get "pointers" or live

topics, and serve them up in brief, piquant style ; to interview prominent men whenever he has the chance, when his instinct tells him that such men are posted on topics of present or future interest ; to ferret out "jobs" and scandals ; to look after railroad legislation in his own State, and above all things never to allow his many rivals to steal a march on him. He may have to run about all day long and work far into the night to accomplish his object, but he should spare neither time, nor expense, nor trouble, to get exactly what he wants.

In a large city like Washington, it is not unnatural that the representatives of newspapers should pool their issues to a certain extent, either directly, as members of the club, or by two or more men rooming and working together, each giving the other points. There is enough similarity in the Washington correspondence of the leading papers to suggest that this is a common practice, but the tyro soon learns that the old stagers take excellent care to keep all the good things to themselves.

CHAPTER XXI.

SUGGESTIONS.

When a reporter is sent for news, he must get it one way or another. The man who comes back and says he "can't find out anything about it" is as much use for newspaper work as the fifth wheel is to a wagon.

Unless he wishes to compromise himself, a press representative on duty will not, under any circumstances, accept presents of any description, whether trifling or of great value. He is not sent to a banquet for the purpose of eating and drinking everything that is placed before him. Although he may not be instructed in so many words, it is expected of him by the editors that he will refuse courteously but firmly all offers of drinks, cigars, theater tickets and the hundred other things placed under his nose by people who have, in one way or another, an "ax to grind."

It will now and then occur that a reporter will receive the "snub direct" from some ill-bred man or woman, or will be refused admittance, or will be denied a seat when assigned to attend a particular meeting. His first impulse will be to pay the author or authors back in their own coin, by making an adverse report or no report at all. Retaliation in some shape or form is dictated by human nature, but the feeling must be suppressed. He must do his duty as if nothing of the kind had happened, and thus show a well balanced and philo-

sophic mind. It is the duty of a reporter, however, to relate briefly to the City Editor the facts concerning disagreeable incidents of this kind whenever he is sure that an insult is intended.

The character of a reporter is just as plainly shown in the way he prepares his "copy" as in any other portion of his work. A man who scribbles out his statements without any regard for punctuation or the ordinary rules of grammar impresses an editor with the idea that such a reporter considers the whole business a nuisance and a bore, not worth any trouble or pains. Impressions of that kind once firmly fixed in an editor's mind are not easily removed, and do not bode well for the subject of them.

The most successful journalists are those able to give the facts, the whole facts, and nothing but the facts, in brief, pithy sentences, the majority of which contain not more than a dozen words.

Many very clever men are dismissed daily by editors, either because they are unreliable, or because they are troubled with a disease known in the profession as "big head."

Reporters who are fortunate enough to be appointed as correspondents for some out-of-town paper must examine several copies of that paper before attempting to send a despatch in order to see how much space is generally devoted to telegraphic matter, and what kind of writing is to the proprietors of that journal the most acceptable.

Writing on any subject for newspapers or magazines in other cities is perfectly legitimate, and if a man can double his income, as many men have done for years by such work,

he is foolish if he does not, at any rate, make the attempt. As a rule, he will have plenty of spare time in which to develop and put into writing his ideas.

Generally speaking, the best journalists are made out of men who have not had a systematic training in work of that kind. People who know all usually know too much and set at defiance the discipline of an office. There are some things, of course, necessary for every man to know, but it is absurd to suppose that good work in one department cannot be well done without a perfect knowledge of the details connected with another.

A young reporter should look upon an experienced City Editor as a child learns to look upon its teacher. Such city editor may be a younger man than the reporter who is under his guidance and instruction, but he has had more experience, and must be looked up to for counsel and advice unless, as very rarely happens, he is unfit for his position.

The opening sentence in a long report must be made as attractive as possible, so as to catch the eye of persons who are hurriedly glancing here and there throughout the paper for interesting items of news.

A man who wishes to rise in the profession, even if only for the sake of an increased salary, must gradually prepare himself for promotion. While he is yet a reporter, he may, by keeping his eyes and ears open, learn a good deal as to the duties of the City Editor.

There are many promising writers on the staff of a bright, daily newspaper who are utterly unable to write a proper heading for their articles. It is a simple thing to learn, and once

learned it is of inestimable value, because an important item without a proper heading loses more than half its value.

In addition to being reliable, thorough, punctual and faithful, every man connected with the reportorial or editorial department of a newspaper, must bear in mind that he ought not to be guilty of any act in his every-day life that will bring discredit, directly or indirectly, on his employers. He must never be seen in questionable company, whether male or female, and he must be cautious not to get mixed up in any transaction, financial or otherwise, which may call into question his honor or his integrity.

Lastly, but not by any means least in importance, he must forbear all mention outside of the office as to what he has written or intended to write, or what has been written by other people. A single thoughtless violation of this rule may bring no end of mischief or trouble upon himself, or those with whom he is working. The less a reporter says and the more he thinks, the better for himself and his employers.

CHAPTER XXII.

FINALLY.

To the youth who is desirous of adopting journalism as a life profession, a few final hints may serve to smooth his path and lighten the burdens of the editors with whom he is at first thrown in contact.

There is always less chance for a novice to obtain a position on a large paper than on a smaller one. The greater and more enterprising a newspaper, the more strongly will it attract to itself the best and most experienced men in the profession. The City Editor of such a paper has no time to spend in instructing beginners in the rudiments of journalism. A few dollars more or less salary are of but little account in comparison with the better work which he has a right to expect from experienced men. Twenty-five dollars for an experienced man as against five for a novice, is but slightly reckoned in a busy office if it requires thirty dollars' worth of the editor's time to explain assignments and correct the beginner's copy. The best papers are made up—or are supposed to be made up—of the best work of the best hands, and it is too great a risk to allow an inexperienced man, whose method and style is unknown, to handle any matter of importance in its columns. It is far better and easier to learn the rudiments of the work on the staff of some small local daily, or even weekly, where the pay is small but the experience is great

and the expense of living is low in proportion to the salary earned.

The young man who supposes, because he has gained the college prize for essay writing, that he is prepared to step into an editorial position on one of the leading dailies, and that there will be a nicely padded editorial chair yawning to receive him the moment he makes known his willingness to fill it, will speedily learn his mistake. And when he finds it exceedingly difficult to obtain a foothold as a reporter, he will realize that a newspaper man requires something more than a fair education—which is all our colleges give—and a ready pen. He must know men rather than books, and this knowledge cannot be gained in any university. We would not for a moment underestimate the value of a college education. The four years training should form a solid foundation upon which to build the future superstructure. It is the youth whose "education is finished" when he graduates from college who has no place in journalism. In newspaper work, probably more than in any other profession, the earnest, active worker is learning every day, his education is never finished.

It is difficult to suggest any special lines of study which should be followed in order to fit one's self for newspaper work. It is a kaleidoscopic profession in which no knowledge comes amiss. It is better, however, to choose some special line and stick to it. This is an age of specialists in all professions. We have "real estate lawyers," "patent lawyers," and "criminal lawyers," lawyers whose forte it is to plead cases in court and lawyers who do

not go before a jury from one year's end to the other. The profession of medicine is being divided up in the same way, and the time has come when we would not ask an oculist to treat a sore throat nor call in a specialist on nervous diseases if we had broken our leg. The "general practitioner" in law and medicine is pretty well played out except in the country towns, and the "all around" newspaper man is fast following in his footsteps. In another ten years the lines between the sporting, the political, the literary, the dramatic and the religious departments will be still more broadly drawn, a still more intimate knowledge of the subject written of will be required, and the writer possessing the best special knowledge in any line will command the best price.

Lastly, but most important of all: Don't go into journalism as an amusement. Don't adopt it as a profession unless you are sure you could not be happy doing anything else. There used to be a good old-fashioned expression about a young man's having "a call" to go into the ministry, not the temporal call to fill a pulpit which, if he were fortunate, he received after he had been accepted in his profession, but a spiritual call which came in the night after fasting and prayer. It was, no doubt, a quaint method of describing a strong mental inclination. When you feel "called" to go into journalism, be sure that the call is loud and distinct, and the result of an uncontrollable bent in the direction of newspaper work, not an echo conjured up by visions of free tickets and "Bohemian gaiety," which, after all, is only pipes and beer.

Remember that journalism is the hardest profession in the world. The hours are twenty-four every day, seven days in the week, and fifty-two weeks in the year. Your work will never be done, and the more successful you are the harder you will have to work. You may snatch a vacation but the presses keep grinding on and you've got to keep pace with them or drop out of the profession. There are hundreds eager to take your place. You can have few home comforts, as they are known to other men; you must in most cases turn night into day in your work and for this you get possibly five thousand dollars a year. Think it over carefully and consider if the game is worth the candle.

If you are sure that, as Bob Burdette once said, you would rather live on cold hash once a day and be a newspaper man than have Delmonico fare and be in business, then go ahead, buy your pencils and copy pad and start in. You will find that journalism has its rewards as well as its trials.

The only way to get in is to write something. You may go from editor to editor armed with letters of introduction from all the great and powerful in the land and the matter of fact geniuses at the desk will not think half so highly of you as if you brought in a fresh item of news attractively written up. Study the style of the paper you want to connect yourself with, then write something you think would suit it. After two or three of your articles or items have been published, it is time enough to apply for a position and then you will stand a much better chance of getting one than any possible letters could give you. Once

in, you must work heart and soul if you would get on. There must be no side issues, no wasted time. "Eternal vigilance" may or may not be "the price of liberty." It is certainly the price of journalistic success.

IT PAYS TO ADVERTISE IN THE JOURNALIST.

READ IN THE FOLLOWING PAGES WHAT SHREWD ADVERTISERS HAVE TO SAY ON THE SUBJECT.

THE JOURNALIST does not claim to have the largest circulation in the world. It does not claim to be able to make its readers buy inferior goods. It does not claim that an advertisement in its columns will enable the advertiser to grow rich without work.

It *does* claim, that for every dollar expended in its advertising pages, the advertiser will receive one hundred cents' worth of solid benefit. It *does* claim to be a first-class medium for manufacturers of first class goods.

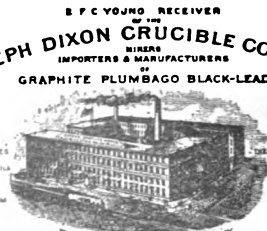
THE JOURNALIST is read by intelligent, cultured men and women, who have money to spend. It has numbered among its advertising patrons the largest and most enterprising business houses and financial corporations in the country, and they are satisfied with the results.

The following letters show what a few of them think of THE JOURNALIST:

E F C YOUNG RECEIVER
OF THE

JOSEPH DIXON CRUCIBLE COMPANY.

MINERS
IMPORTERS & MANUFACTURERS
OF
GRAPHITE PLUMBAGO BLACK-LEAD.


DIXONS BLACK LEAD CRUCIBLES
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80 BEAVER STREET.
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DIXON'S GRAPHITE GREASE & LUBRICANTS.
WORKS & GENERAL OFFICES.
JERSEY CITY N.J
PERFECTED AMERICAN GRAPHITE A SPECIALTY

Jersey City N.J Sept. 24th, 1885

Brother Forman:-

What charm have you put upon our advertisement in THE JOURNALIST that the Editors from Maine to Frisco are rushing in for samples of DIXON'S #686 & 341 ?

We have received (365) Two hundred and sixty-five answers to the adv. in THE JOURNALIST already during the month of September - twenty-two days - Our sample packages have run out and we are about seventy-five or a hundred behind on orders, but will catch up again in a few days.

Yours truly
Geo. Young

Pope Manufacturing Company.
Columbia Bicycles & Tricycles.
77 Franklin Street, corner of Arch,
Boston, Mass.

Sept. 21st, 18 89.

Branch Houses
12 Warren St. New York.
291 Wabash Ave. Chicago.
Factory,
Hartford, Conn.
Albert A. Pope, President.
Edward W. Pope, Treasurer.

MR. Allan Forman,

Editor The Journalist,

New York, N. Y.

Dear Sir:- The Pope Mfg. Co's. advertisement has been in The Journalist for two years, and it will stay there, so long as The Journalist maintains its position, and the Pope Mfg. Co. has something to sell. The bright newspaper men of the country read The Journalist; there is no economical way to get at them except through the columns of The Journalist.

Very truly yours,

Advertising Department,
POPE MFG. CO.,
BOSTON, MASS.

Nath'l G Fowler, Jr.

MEMORANDUM.

To

September 21, 1889.

Allan Forman, Esq.,

Editor The Journalist,
117 Nassau St., N. Y.

From

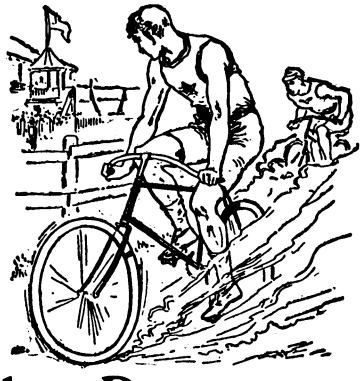
Allen & Ginter,
Incorporated
Tobacco Manufacturers,
RICHMOND.
VIRGINIA

Dear Sir:--

It gives us pleasure to say that we have used the columns of the Journalist for several years with results that are more than satisfactory. We consider it one of the best advertising mediums in the country.

Yours very truly.
Allen & Ginter, Incorporated.
Thos F Jeffress
Sect'y & Treas.

(Dictated.)



They Buy Columbia Bicycles.

Men who **know** bicycles always buy Columbias. Why? You know why! Columbias stand by themselves — above all bicycles.

Columbia Catalogue. 45 comprehensive engravings. The most exhaustive cycling catalogue published. Free at Columbia agencies. By mail for two two-cent stamps. Pope Mfg. Co., Boston, New York, Chicago, Hartford.

Before You Climb "The Ladder"

Look to its security. The ladder of life is made most secure by life insurance in a good company. . .

The Mutual Life Insurance Company

of New York

Is the Largest and Best in the World.

ASSETS, OVER - - $175,000,000.

It Issues Every Desirable Form of Policy.

RICHARD A. McCURDY, - President.